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The Niagara area

Buffalo, N.Y.

1930

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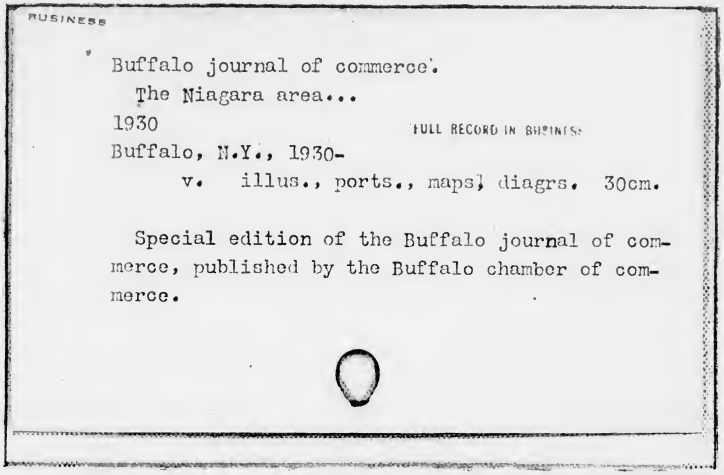

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The Niagara area...
1930
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Buffalo, N.Y., 1930-
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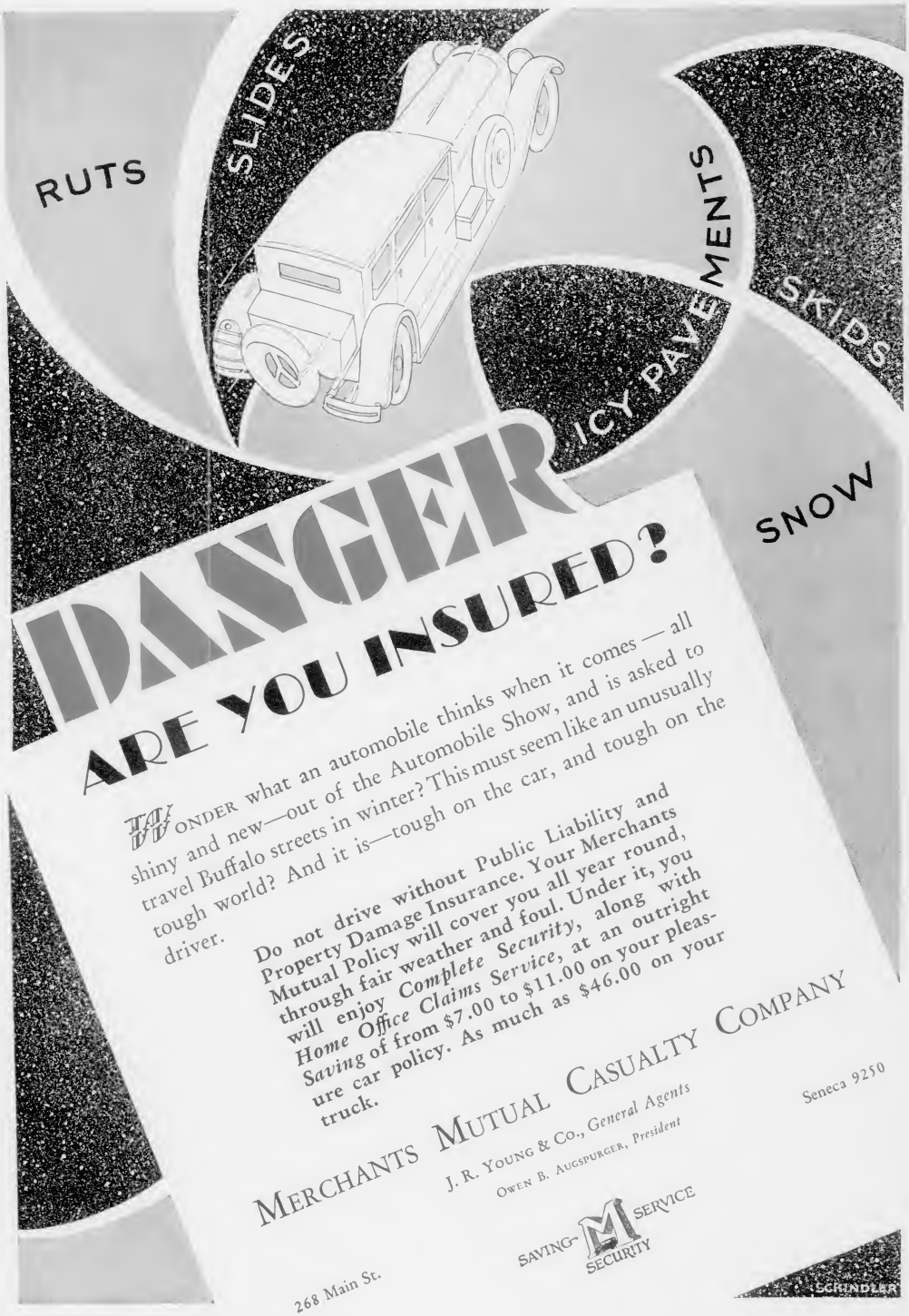
The NIAGARA AREA

AGRICULTURE INDUSTRY COMMERCE

BUFFALO JOURNAL OF COMMERCE

SPECIAL EDITION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Do not drive without Public Liability and Property Damage Insurance. Your Merchants Mutual Policy will cover you all year round, through fair weather and foul. Under it, you will enjoy *Complete Service*, *Claims Service*, at an outright *Saving* of from $7.00 to $11.00 on your pleasure car policy. As much as $46.00 on your truck.
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Telephone for a copy of our financial statement dated December 31, 1929. It shows the volume of business done, the total premiums saved our policy holders. It gives the names of the representative business men who are our officers and directors.

We save you $3.00 to $8.00 on your pleasure car policy.

We allow your saving outright when you pay your premium.

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OWEN B. AUGSPURGER, *President*

Yes . . . the Niagara Area is GROWING

This is a reproduction of a full page advertisement which is part of a monthly series appearing in the Saturday Evening Post, Time and other national publications. Such advertising as this will bring new business to New York State.

. . . and we present a definite plan to speed its growth

ONE of the most reliable business barometers we have is the use of electric power. Months in advance your electric company must begin the construction of generating plants to meet future power needs.

And so we say to you . . . 1930 will be a busy year for the Niagara Area.

Last June, on the Niagara River, we began the construction of two new 100,000 horsepower units at the Charles R. Huntley steam generating station. These new power sources will be completed during the year, ready to furnish growing industry with all the power it needs.

Yes, the Niagara Area is growing . . . and will continue to grow. And to give it added impetus, the Niagara-Hudson Power Corporation, of which we are a part, has undertaken a definite program to bring new industries to this and other sections within its boundaries.

It includes an active, fully equipped Industrial Development Bureau, which is ready to furnish manufacturers with advice and detailed information on every phase of industrial plant location. It includes, also, a national advertising campaign of full pages each month in such magazines as the Saturday Evening Post, Time and others.

We believe this activity to be good business. New industries mean new plants, new homes, new stores. And so, building for the future, we plan to increase our sales by increasing the number of our customers.

NIAGARA POWER SERVICE

Bfo-O-36

The Niagara Area

Special Edition of The Buffalo Journal of Commerce

Published by the BUFFALO CHAMBER OF COMMERCE at Buffalo, N. Y.

THOMAS H. HANRAHAN, President

SAMUEL B. BOTSFORD, Secretary and General Manager — E. J. BEACH, Assistant Secretary

Editorial Offices: CHAMBER OF COMMERCE BUILDING

R. E. COULSON, *Editor*

Entered as second-class matter December 16, 1914, at the Post-Office, at Buffalo, N. Y., under the act of Congress of March 3, 1879

Subscription, $1.50 per year

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Issued with the co-operation and authority of these

NIAGARA AREA CHAMBERS OF COMMERCE AND BOARDS OF TRADE

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INFORMATION ON ANY PHASE OF THE AREA'S LIFE AND ACTIVITY

may be obtained by writing to the Buffalo Chamber of Commerce or to any of the other organizations listed on this page. Copies of the magazine will be sent to any part of the world. Correspondence with the Buffalo Chamber of Commerce may be in any language desired.

Somewhere a Boundary

SOMEWHERE in the great Horseshoe Falls is hidden the international boundary between the United States and Canada. It is as invisible as the crest of rock beneath the falling flood of opalescent waters. This border knows the meaning of peace. Along its expanse of three thousand miles, no fortification of military value exists. No gun is mounted. Unique indeed, it is the only unprotected international border in the world. On either side of the mighty cataracts are cities—cities that in their combined population surpass one million. Niagara's international cities stand out—a splendid precedent in unified industrial, social and recreational advancement across an international political boundary.

INTENTIONAL SECOND EXPOSURE

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1930 NIAGARA AREA 1930

EDITION OF THE

Buffalo Journal of Commerce

Monthly Magazine of the Buffalo Chamber of Commerce

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1930

A Foreword

By THE EDITOR

NEVER before has there been a great industrial and commercial area internationally divided yet welded together by sentiment and necessity into a single economic unit. As such a unit, the name of the Niagara Area has become known and understood in the far corners of the world.

This Area, composing the whole of Erie and Niagara counties in the United States and those parts of Lincoln and Welland counties bounded by the Welland Canal and the Niagara River in Canada, has become so unified through its economic activities that neither political division can develop materially without aiding the other.

The future of the Niagara Area is assured. It is inevitable that this international community, this area of peoples who owe allegiance to two flags and who are governed by the same principles of good living and humanity, will become one of the greatest industrial and commercial units in the world.

Naturally, we who live and work in this industrially great and unquestionably beautiful district are proud of it. We are proud of our craftsmanship, our honest workmanship, and of the tools with which Nature has endowed us. We are even more proud of the friendship that exists between the political divisions of our people, symbolized perhaps most dramatically in the great Peace Bridge recently erected across the dividing Niagara River between Buffalo and Fort Erie.

Do you want steel? We make it. Do you want chemicals, flour, machinery, marine engines, airplanes, rubber, musical instruments? They are manufactured here.

Power? We speak of electric energy in millions of kilowatt hours. We use electricity from the great power stations at Niagara Falls to light our homes, our streets and to operate our industries. So great is the demand for electrical energy that we are obliged to supplement the cataract with coal consumed in great steam plants.

Water? From Lake Erie we obtain unlimited supplies. In addition, we use the great inland waterways to transport our commerce to the interior and to the sea—to the Gulf of St. Lawrence, New York and the Atlantic seaboard.

Those who come to us as strangers will find that few industrial districts have such a diversity of trades as is to be found here. Even the unsuspected ones of tooling book covers and creating delicately wrought ornaments of true beauty and craftsmanship, fashioned by men whose skill raises them from artisans to artists, are among our trades.

When a stranger comes to see Niagara Falls, he can, if he chooses, visit our great cultural institutions, new perhaps when measured by the sand-glass of the old world, but born of a heritage of learning and courage. He sees among others the University of Buffalo, Niagara University, the Niagara Falls Seminary, De Veaux Military Academy, Canisius College, the Museum of Natural Sciences, and the famed Albright Art Gallery. He finds public schools and high schools known for their efficiency and commended for their high educational standards. In vocational training and night schools Buffalo has become celebrated throughout the world.

In this great metropolitan area ample provision has been made for the needy and the afflicted. Our hospitals and welfare agencies are fully financed and equipped. The co-ordination of the social service groups in this area is an object lesson to the world — the results mean happiness and amelioration of grief and suffering.

Possibly a visitor may be tempted by our historical associations—ancient Fort Niagara, mellowed reminder of the pioneer days when all was not peaceful along the Frontier—perhaps romantic Lundy's Lane where lies buried Laura Secord, heroine of the War of 1812. Or on the Canadian side of the river, at Queenston, the striking memorial to General Brock, valiant soldier whose name was "not writ in water", like that of the tragic poet.

Needless to say, our people are happy. Our workers enjoy in full the fruits of prosperity—parks, playgrounds, vacation spots, the things which normal men and their families like are here. In consequence, the workmen of this area, on the farm, in the shop and the office, are efficient and score high on production charts.

It is gratifying that through the co-operation of the various boards of trade and chambers of commerce in the Area, it has been possible to produce within the covers of one magazine a word picture of the Niagara Area as it is now and emphasize in some degree the potentialities of this growing community.

A careful effort has been made to include in the material contained herein information and statistics which it is hoped will receive attention far beyond the confines of the Area itself.

KEEPING FAITH AND APACE WITH BUFFALO

Twenty-five years ago, when our Company was first founded, the industrial position of Buffalo had already been firmly established.

But its meteoric expansion and its magnetic attraction to outside industrialists, were still to come.

That we foresaw the coming of these events is plainly evidenced in our active effort to build up an organization capable of handling, with exacting capability, every phase of Industrial Real Estate.

We feel very proud of the part we have played in the expansion of Buffalo's Industrial activities and there is a sense of secure satisfaction in knowing that all who have turned to us, have been well served.

We have kept faith with Buffalo and we have kept apace with her growth, and so we will continue, thus offering an Industrial Real Estate Service in which faith can justly be placed.

158
PEARL STREET

NATIONAL ASSOCIATION OF REAL ESTATE BOARDS
REALTORS

KINSEY

TEL.
WASHINGTON 8075

An Invitation To Industry

By SAMUEL B. BOTSFORD

Secretary-Treasurer, Development Committee of the Niagara Area
Secretary and General Manager, Buffalo Chamber of Commerce

◆

The Development Committee of the Niagara Area, through its headquarters in the Buffalo Chamber of Commerce, is at the service of American or foreign manufacturers seeking plant locations, and Niagara Area manufacturers planning expansions. Its members have interests in all communities of the Area.

IN recent years, the engineers of great corporations, comparing the economic advantages of localities suitable for the establishment of factories, have frequently selected sites in the Niagara Area. They have found that this international industrial district was best suited to their kind of manufacturing when compared with other great industrial centers. The possibilities of maintaining plants in two nations operated under one management have proven particularly attractive. Many notable companies have been added to the list of important ones operating plants on both sides of the Niagara River.

To those who are planning new plants or the location of branch factories, the members of the Niagara Area Development Committee suggest thorough comparison with other localities before reaching a final decision.

In other sections of this Journal various phases of the Niagara Area's advantages and activities are discussed. The larger industrial centers of the Area are described individually. The statements

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FARNY R. WURLITZER
B. J. YUNGBLUTH

LOS *Angeles* in 19 hours and 10 *minutes*

That fact influenced us to help form the Marine Midland Group of Banks

SEVENTY-FIVE years ago the old Erie Canal packets were the fastest and most comfortable means of crossing New York State. Then Buffalo and the local banks were largely sufficient unto themselves.

Today a Buffalo business man phones Los Angeles in ten minutes and it is easily possible that he will fly there in 20 hours. (The record to date is 19 hours, 10 minutes and 32 seconds.)

The same progressive thinking that makes our local manufacturers look beyond city, county and state lines, prompted us to help form the Marine Midland Group. A bank, to be really useful to its community, must be as progressive as the customers it serves.

Today this bank offers Buffalo every local advantage that local officers and local directors can give. *In addition* it offers the broad, nation-wide vision and contacts demanded by Buffalo business today.

What the MARINE MIDLAND *Group is*

THE Marine Midland comprises a group of 17 banks which have joined together for greater strength and for greater service to their 350,000 customers. The ownership of each of these 17 banks is controlled by Marine Midland Corporation, which is a holding company, *not* an investment trust. This enables us to draw upon the experience and resources of one of the strongest financial groups in America.

MARINE
TRUST COMPANY
of Buffalo

These New York State Banks comprise the MARINE MIDLAND GROUP:

ALBION	Orleans County Trust Company
BINGHAMTON	Peoples Trust Company
BUFFALO	Marine Trust Company
CORTLAND	Cortland Trust Company
EAST AURORA	Bank of East Aurora
JAMESTOWN	Union Trust Company
JOHNSON CITY	Workers Trust Company
LACKAWANNA	Lackawanna National Bank
LOCKPORT	Niagara County National Bank & Trust Co.
NIAGARA FALLS	Power City Bank
NIAGARA FALLS	Niagara Falls Trust Company
NIAGARA FALLS	Bank of La Salle
ROCHESTER	Union Trust Company of Rochester
SNYDER	Bank of Snyder
TONAWANDA	First Trust Company
NORTH TONAWANDA	State Trust Company
TROY	Manufacturers National Bank of Troy

are accurate and the picture is complete of the Niagara Area as it is today.

Careful study by the Industrial Research Department of the Buffalo Chamber of Commerce and by independent engineers indicates along what lines the Area's future industrial growth will be most pronounced. Surveys show that certain industries can operate here more economically and efficiently than in other industrial sectors.

Prominent among these industries are iron, steel, aircraft and accessories, chemicals, cement, knit goods and textiles, rubber, flour and feed. To the manufacturers of these products we offer a particular invitation. We believe that within the next ten years the gravitation to the Niagara Area of these and associated industries will be rapid.

Works with Civic Groups

There is no charge for the assistance of the development group. The committee exists for the sole purpose of serving the interests of manufacturers and investors. When it seems that some other locality may be more suitable for the inquirer, the committee will say so frankly.

The Development Committee has the co-operation of local authorities and civic groups in the various communities of the Area. These authorities and groups clearly recognize their responsibility in the encouragement of industrial enterprise. This committee co-ordinates the activities of these various communities. It initiates new projects. It provides today for the demands of countless tomorrows. It is the only body of its kind which can act in the name of this great international industrial community.

One of its functions is that of welcoming to the Niagara Area industrial and investment representatives in search of information bearing on their problems. The committee assists these men in their needs, gives them particulars of sites or available factory space that may meet their requirements and general data regarding public utilities and other information. The committee maintains a complete industrial survey of the whole Area. With the aid of public officials, representatives of business men and their trade groups, the committee can assemble complete and reliable information regarding this region. This eliminates waste of time and assures accuracy.

The spirit of co-operation now existing on the Niagara Frontier, which includes the business men of two nations working together, is unique. The tariff and labor advantages of two countries are available. Banking facilities ample for any industry, public utilities capable of expansions and extensions to meet all future demands, the finest assembly and distributive services on the continent, a population which understands the needs of modern business and is sympathetic with its growth, schools, parks, hospitals and all the cultural and recreational developments required by modern standards —these make a setting for the work of this committee. We welcome the opportunity to serve.

Samuel B. Botsford

BYRD SOUTH POLE FLIGHT STORY EXCLUSIVELY IN THE NEWS

OUTSTANDING

LEADERSHIP!

in

ADVERTISING and CIRCULATION

as well as in

Quality of NEWS, PICTURES and FEATURES

has made the

BUFFALO EVENING NEWS

Unquestionably

Western New York's Greatest Newspaper

AVERAGE NET PAID CIRCULATION FOR DECEMBER, 1929—178,996

International Niagara Area

An Economic Industrial Unit

By DAVID LAWRENCE
President, United States Daily

David Lawrence

◆

Here, where the international boundary enables industries with plants on both sides of the river to easily assemble raw materials and to reach quickly the two greatest markets in the world, a remarkably advantageous condition exists.

DURING recent years, while the map of American commerce and industry has been changing almost daily, there has come into being on the Niagara Frontier an international industrial and commercial area of great present importance and with potentialities as yet realized but vaguely. This is the Niagara Area, with its component parts straddling the international boundary to include two American and parts of two Canadian counties. It is a unique industrial district that offers outstanding advantages to the manufacturer seeking a location for his factory.

The creation of such a politically divided but economically solid unit is a logical development. It means progress more rapid and substantial than any that could be achieved by the individual communities of the Area themselves.

Area Developing as Unit

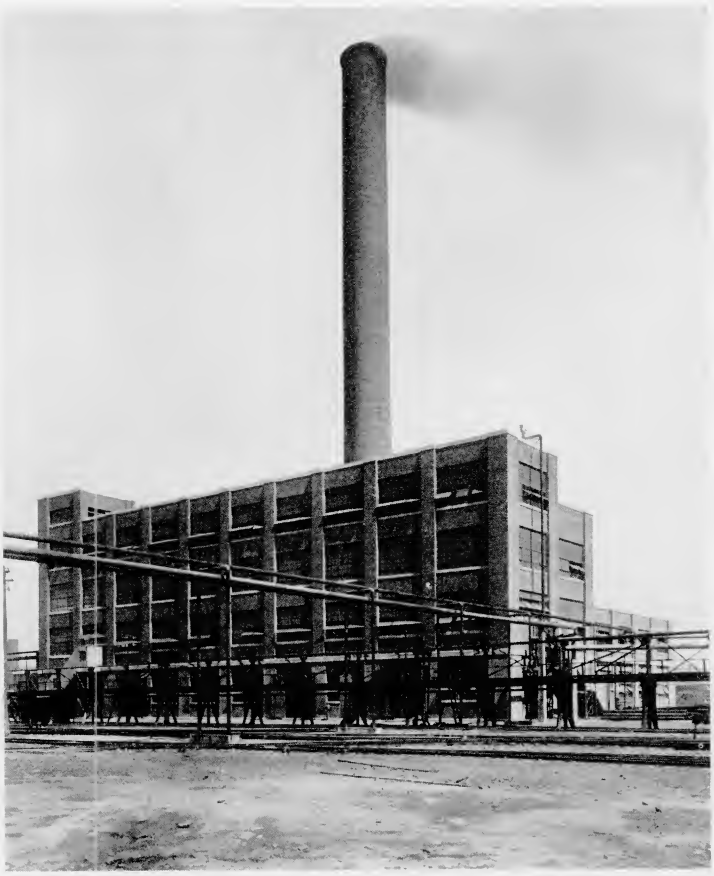
There are many factors which have made international Niagara Area possible. Its people speak a common language. They have the same currency values and an equal system of weights and measures. Their modes of living are essentially alike. Their standards of culture are the same, and their ideals. Even so, a generation ago such a community would not have been possible. But during the past few years the area of effective co-operation has been so widened by new means of communication and by greater efficiency in organization that working and living conditions have been almost completely transformed.

Consider the individual plant. The telephone and modern means of transportation and transit have made it possible to spread out over a large area what formerly had to be condensed in one or two buildings. Thus is achieved room for free and effective operation. More air. Better light. Employees enjoy a higher standard of living, because they can live in pleasant suburbs rather than congested cities. And, this, in turn, is favorably reflected in their work.

Perhaps the most important single factor in this change is electric power. In this the Niagara Area, with Niagara Falls, greatest single source of hydro-electric power in the country, as its center, has a distinct advantage.

The location of American industries was first determined by swift-flowing streams, but as the industries expanded water power proved inadequate. The amount of power generated varied with the seasons, resulting in inefficiency and loss. So coal at first supplemented and

BUILDERS OF MODERN BUFFALO



The Standard Oil Company of New York
Atlas Works Power House, Buffalo, N. Y.

THE JOHN W. COWPER COMPANY

INCORPORATED

Engineers ~ Contractors

RAND BUILDING BUFFALO, N. Y.

then to a large extent superseded water. Many industrial villages were absorbed into growing crowded cities where plants would be more accessible to coal supplies. Now comes electricity and with it renewed freedom.

Electric Energy Cheapest

As coal grows scarcer and more expensive, electricity generated by water power will become more valuable, and, as time goes on, hydraulic power must become of increasing importance. In comparing water and heat-engine power it is to be remembered that continuous water-power applied twenty-four hours per day gives three times the energy of heat-engine power at eight hours per day, so that if storage arrangements be successfully applied, one million horse continuous hydraulic power is equivalent to three million steam or other heat-engine power which is available at the estimated fuel cost for eight hours per day only.

The Niagara Area is endowed by nature with one of the greatest single sources of hydro-electric power in the world. According to engineers, Niagara Falls, the Rapids and the St. Lawrence have a potential yearly capacity of eleven million horse power. This would equal one hundred and ten million tons of coal a year and constitutes what is practically a limitless supply.

Aids Commerce and Homes

More than two million people are served directly in the seventeen counties now supplied by Niagara power. Wherever this power has gone the use of electricity has increased. Buffalo, only twenty-two miles from the Falls, has relatively the greatest annual kilowatt hour consumption of electricity for domestic use of any city in New York State,—perhaps in the entire United States.

The influence of cheap Niagara power is also reflected in the ordinary commercial and industrial uses in the Niagara district. The Area produces a great variety of fabricated products. In this production the ratio of usefully employed

The Area offers an unusually large variety of manufacturing locations, partly because of its topography, partly its power resources, its internal transportation facilities, its accessibility to raw materials.

power to population is unusually high, making for ease of operation, efficiency and well-being among the working people.

One of the most vital economic developments of industrial history has taken place at Niagara. It is here that the pioneer modern power system was established through the unprecedented production of power at one central station, — the adoption of electricity, jumping from machines of a few hundred horse power to units of 5000 horse power, in a 200,000 horse power project.

An unusually high type of labor is available to Niagara Area manufacturers, and disputes between labor and capital are practically unknown.

In the report of 1921 of the United States Geological Survey, regarding a proposed superpower system for the region between Boston and Washington, W. S. Murray, chief of the engineering staff, describes the superpower system and the situation on the Niagara River in part as follows:

"The water that can be diverted at Niagara Falls for the generation of power is now limited by international treaty to 20,000 cubic second-feet on the American side of the river, and to 36,000 cubic second-feet on the Canadian side. Practically all of this permitted diversion has been made, and no further developments are possible so long as the present treaty is in force. It may be abrogated on one year's notice from either party.

More Power Possible

"The question of additional diversion of water from the river for power is somewhat complicated with the navigation of Lake Erie, as any large increase in diversion will tend to lower the lake level. By the construction of remedial works at the outlet of Lake Erie, however, it will be practicable to increase the amount of water diverted for power without impairing the navigability of the lake. The scenic beauty of the Falls may be preserved by constructing works that will distribute the flow more uniformly over the crest. This power would probably be cheaper to develop than St. Lawrence power and would be equally valuable for use in the superpower zone."

Thus it is seen that by the use of additional water at the Falls and by utilizing power in the gorge, much greater developments are possible.

With the handicap of distance from power removed, industries have a much wider choice of location within the Niagara Area. This gives them the advantage of securing less expensive sites and, what is even more important, sites large enough to permit building plants of the most efficient modern design. They may then be modified in structure and size as business grows and conditions change.

The Area offers an unusually large variety of manufacturing locations, partly because of its topography,

LIBERTY BANK SERVICE
for Niagara Frontier

THE Liberty Bank has been rendering helpful service to Niagara Frontier business men for many years. These men have found that our service is based upon a spirit of helpful co-operation. They have come to regard the Liberty Bank as a partner . . . a friend of sound judgment with whom to talk over their unusual business problems before making a decision.

Our Business Service Department will gladly assist you, as it has others. The department will gather information for you . . . make confidential investigations . . . furnish facts, figures, suggestions and recommendations to help you become more successful.

The Department is in charge of Mr. George C. Lehmann, formerly General Manager of the Buffalo Chamber of Commerce. He is a man of broad experience, gained through years of close contact with the diversified business of the Niagara Frontier.

Executives in almost every line of business have sought counsel and advice from our Business Service Department in exceptional situations similar to the one which may even now be perplexing you. Sources of information and correspondents in all parts of the civilized world are at the disposal of this department.

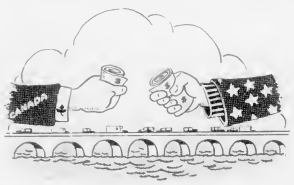
As an outgrowth of Liberty's belief that a bank can succeed only as the Niagara Frontier grows and prospers, the assistance of our Business Service Department is offered without charge or obligation to every business interest, regardless of banking affiliations.

THE BUSINESS SERVICE DEPARTMENT

LIBERTY BANK *of* BUFFALO

Main . Court . Pearl Streets . Buffalo, N. Y.

partly its power resources, its internal transportation facilities, its accessibility to raw materials. The manufacturer may prefer lake frontage. He will find it on two of America's great chain of inland lakes, Erie and Ontario. He will find river frontage on Buffalo River and Niagara River. Or wharfage on Chippewa Creek, Tonawanda Creek, the Barge Canal and the Welland Canal. All of these provide unexcelled transportation facilities and consequently exceptionally attractive industrial sites.



In the Niagara Area, business transactions involving millions of dollars take place across the line constantly.

Grand Island to Develop

More than $200,000,000 has already been invested in industries along Buffalo's 37.4 miles of water front. And sixty million dollars of this has come within the past six years.

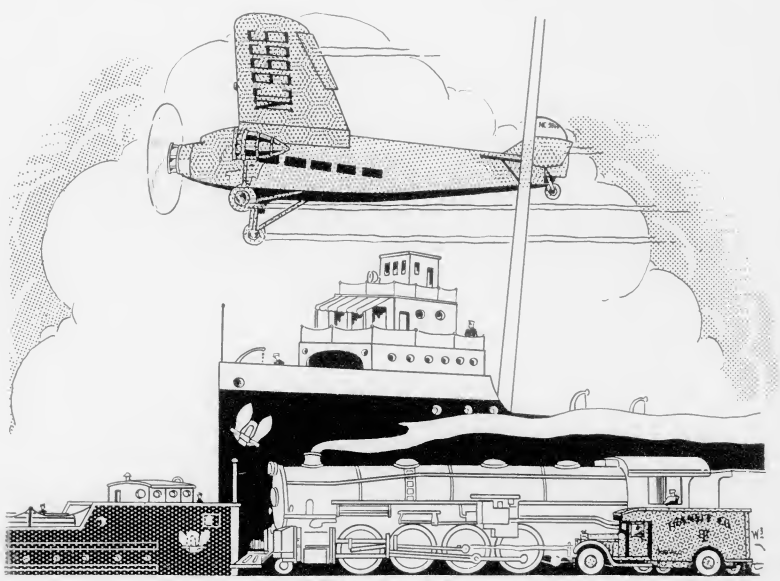
Set in the heart of the Niagara region is a great potential industrial area, Grand Island — 17,381 acres of rich land surrounded by Niagara River, which has been dormant during more than a century of progress because of lack of bridges from the mainland. Its situation presents a remarkable demonstration of the fact that lack of transportation is the great bar to progress. This island, one of the largest in fresh water, might reasonably be expected to have one hundred times its present population because of its location and attractiveness. But, isolated as it is by the swift Niagara, across which for ten miles to the north and ten miles to the south flows the world's greatest concentration of commerce between any two nations, the island has not participated in the commercial, industrial and residential development that has made the Niagara Area one of the world's great focal points of transportation and distribution.

The island's development in the immediate future will be mainly recreational, without a doubt. The State of New York, through the creation of state parks at the northerly and southerly ends, has become interested in the island, and it is probable that the state will aid in making it accessible to the million people who live in western New York and the million tourists who come to the Niagara Area each year, by aiding in the building of bridges from the mainland. The next step must be projecting railroad facilities to the island, and it will then take its place among the most attractive manufacturing sites in the country.

Into this ever-growing Niagara Area flows an endless stream of raw materials—from the vast, undeveloped Canadian region and the Great Lakes country, from the coal fields of Pennsylvania and the rich territory stretching in all directions with the Area as its center. These raw materials can be brought into the Area in a shorter time and at a lower cost than they can to other regions whose products are destined for such a great market as the Area serves.

Tariffs Favor Trade

The immense natural resources of Canada — country that stirs the imagination with its almost unlimited possibilities — have just been touched. Raw materials from this vast store can be brought directly to the Niagara region over Canada's greatest railroad systems. Six bridges in the Area connecting Canada and United States concentrate here the greatest flow of commerce between any two nations in the world. Furthermore, preferential tariffs applying to trade between Great Britain and its Dominions enable Niagara manufacturers to ship their



Sixteen railroads, including three switching lines, numerous cargo and package freight lines on lakes and Barge Canal with facilities for interchange of freight, package airplane freight and a network of fast trucking services lessen transportation problems for Niagara Area industries.

QUALITY D SERVICE

ALLOY
AND
CARBON STEEL

Open Hearth and Electric Furnace Processes

Nickel
Chrome Nickel
Chrome Vanadium
Chrome Molybdenum
Chrome
Spring Steel
Carbon Manganese
Carbon

DIE ROLLED PARTS
HOT ROLLED, ANNEALED, AND COLD DRAWN BARS

NIAGARA PIG IRON
Foundry Malleable Basic

DONNER STEEL CO., INC.

Works and General Offices: BUFFALO, N. Y.

District Offices
New York—Equitable Bldg. Detroit—General Motors Bldg.

products from Canadian branches to the several Dominions in competition with less favored countries. These preferentials range from three to fifteen per cent.

Coal and gas are available to the Area from neighboring Pennsylvania, Ohio and West Virginia. Wood pulp, gypsum and shale are within easy reach. Limestone and other stones come down the lakes in vast quantities to be used by cement and iron mills and other industries. Thousands of tons of iron ore from the Superior fields and great quantities of grain also reach the Area via lake steamers, one of the most economical freight transportation systems known. Sulphur, phosphate rock and other heavy chemicals may be shipped economically by Barge Canal. Lumber, oil, rubber and chemical materials are received both by rail and water while linseed oil, intermediates and many raw materials and semi-finished products are available from the many chemical plants in Buffalo and along the Niagara Frontier.

An unusually high type of labor is available to Niagara Area manufacturers, and labor disputes are practically unknown. Skilled labor in practically all fields is of exceptional type.

Important Rail Center

The city of Buffalo is a pioneer among American cities in having completed a scientific study of its fuel resources in relation to its sources of supply. As a result, the bituminous shales of western New York have been examined and tested for gas and oil. The excellence of Buffalo's resources is evident from the fact that a supply of natural gas derived from local fields and from Pennsylvania has come to the city for about thirty years. Few cities can claim such a supply.

Many communities are at a loss for good water and their growth is dependent to a great extent on future expense to furnish it. With Lake Erie and Lake Ontario so near at hand, Niagara Area communities can have water in abundance at low cost. The slope is such that sewage disposal can be worked out cheaply and presents no great problem. There is no cost, as compared with most cities, for bridges, tunnels and other engineering problems which present themselves in supplying water.

Sixteen railroads, including three switching lines, operating into the Area—maintaining seven hundred miles of tracks within the city limits of Buffalo and 1500 miles on the U.S. side of the border, besides the facilities on the Canadian side—make this one of the country's greatest railroad centers. In the Niagara Area is concentrated switch and transfer service of both Canadian and United States railroads. It is the terminal of the main line or spur of every trunk road between Philadelphia and Quebec.

New impetus will be given to the Area's already thriving water commerce when the New Welland Ship Canal, going from Port Colborne, Lake Erie to Port Weller, Lake Ontario and permitting passage of the largest lake vessels is completed this year.

Specialized Production Seen

In the Niagara Area, then, there are two American counties and the eastern half of two Canadian counties, forming a natural economic and social unit, yet separated by international political boundaries. Such boundaries have generally been looked upon as handicaps. But they have advantages which more than compensate for their difficulties. With the development of large plants, housed in several buildings, the increase in supervision and distributing costs is becoming increasingly important. Here, where the international boundary enables industries with plants on both sides of the river to easily assemble raw materials, and to reach quickly the two greatest markets in the world, a remarkably advantageous condition exists. Several firms now have plants on both sides of the Niagara and others will follow.

This is the obvious advantage. But the question goes deeper. Just as we have a tendency to concentrate our attention on mass production, so we are inclined too much toward over-centralization. The basis of American prosperity, with the vast markets our industries serve, will undoubtedly continue to be mass production. But it will be mass production supplemented by and to a great extent broken up into important specialized production carried on in small units.

Citizens Look to Future

As in business, so in government we are beginning to check this tendency toward over-centralization and to provide against it by keeping responsibility so far as possible in local units. As a result, in all parts of the country there is growing a conception of what is known as a metropolitan area; that is, an area in which there are any number of municipalities having exclusive control over what are purely local affairs, and working in co-operation with the others in dealing with matters of common concern.

In the Niagara Area this ideal is far advanced. And with the growing of the ideal, the minds of its progressive citizens have become accustomed to looking into the future. They are thoroughly familiar with their own community. They know its physical resources and its opportunities. And they know the most effective way of developing these to the advantage of each of the communities within the Area.

That it is possible to knit together such a rich but internationally divided industrial community in all these different ways is an example of business co-operation which has and which continues to interest the attention of the world. The boundary between Canada and United States has been an example of international peace for over a century. In the Niagara Area, business transactions involving millions of dollars take place across the line constantly. Even the planning of schools, hospitals, roads and parks by international groups proceeds without comment. It is an amazing exhibition of the ability of commerce and industry to surmount political obstacles, and of the saneness and wisdom of the people of Canada and of the United States.

A MUTUAL SAVINGS BANK WITHOUT STOCKHOLDERS — ENTIRELY OWNED BY ITS DEPOSITORS

STATEMENT
January 1st, 1930

●

ASSETS
(Investment Value)

Bonds and Mortgages	$51,190,615.00
United States Bonds	2,025,000.00
State of Mass. Bonds	511,788.42
State of Alabama Bonds	310,892.00
Bonds of Cities in other States	1,883,319.06
Bonds of Cities in this State	5,819,784.80
Railroad Mortgage Bonds	9,643,563.15
Banking House	1,000,000.00
Other Real Estate	2,286.59
Cash on Hand	155,217.15
Cash on Deposit in Banks	3,467,219.96
Interest Accrued	909,166.70
Demand Loans	14,870.00
Taxes and Insurance Advanced	12,205.00
Total	**76,945,927.83**

LIABILITIES

Amount Due Depositors	64,918,558.92
Surplus (Investment Value)	12,027,368.91
Total	**76,945,927.83**

OFFICERS

ROBERT S. DONALDSON
President

GEORGE R. HOWARD, First Vice-Pres.
THOMAS T. RAMSDELL, Second Vice-Pres.
ROBERT D. YOUNG, Secy. and Treas.
EUGENE A. SMITH, Asst. Sec. and Treas.
HOBART W. WHEELER, Asst. Sec. and Treas.
J. WALTER FRYER, Asst. Sec. and Treas.
HENRY WARE SPRAGUE, Attorney
JOHN S. N. SPRAGUE, Asst. Attorney

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Seventy-five Years of Service

Seventy-five Years of Safety

Main, Niagara, Pearl and Church Streets

ERIE COUNTY SAVINGS BANK

declares a QUARTERLY INTEREST DIVIDEND as of January 1st

AT THE RATE OF **4%** PER ANNUM

FOR THE THREE MONTHS ENDING DEC. 31, 1929

More Than Two Million Six Hundred Thousand Dollars Paid In Interest to Our Depositors Last Year

IT PAYS to save. During the year just closed the huge sum of *two million six hundred thousand dollars* was earned in interest by our depositors. With interest compounded every three months and allowed to remain on deposit to an unlimited amount, savings accounts rapidly grow to sizable sums. Many people who failed to realize that systematic savings is the basis of financial independence and the strongest, safest investment known, sought speculative issues to their financial loss. Every dollar deposited in this bank is *always worth one hundred cents plus interest.* It is safeguarded here for you, ready the moment you want it, constantly increasing in size and unaffected by stock market debacles. Here your savings are invested in accordance with New York State laws applicable to *savings banks,* removing the distressing uncertainties and risks of other forms of investments not so safeguarded by law.

We invite your account—large or small—and repeat the pledge of the founders of this bank seventy-five years ago to keep it "a secure place where money may be deposited for safe-keeping."

Deposits Made On or Before January 13th Will Draw Interest From January 1st

Family Accounts—
You can have an account up to $7,500 jointly with another. You, or members of your family, may also open additional accounts to the limit of $7,500 in trust for a husband, wife, brother, sister, parents or children. Society and corporation accounts are invited.

Banking by Mail—
All business with this bank may be conducted by mail, if inconvenient to come personally.

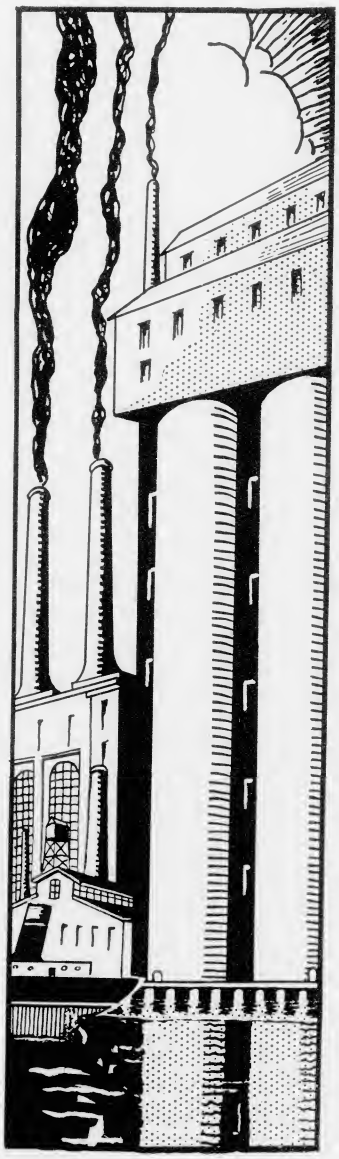
WEEKLY DEPOSITS SHOW THESE RESULTS

Weekly Deposit	1 Year	2 Years	3 Years	5 Years	10 Years
$1.00	$ 52.95	$ 108.05	$ 165.39	$ 287.30	$ 637.96
2.00	106.03	216.36	331.17	574.91	1276.45
3.00	159.03	324.53	496.75	862.45	1914.85
5.00	265.07	540.92	827.97	1437.49	3191.50
10.00	530.15	1081.87	1655.99	2875.10	6383.30

Open Saturday Evenings From 5 to 9 O'clock

There Are Dollar Advantages

IN AN AREA FACTORY LOCATION



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Here are reasons why many of the world's foremost industrialists staked their reputations on the Niagara Area as a location for their factories — and won, and why others will continue to do so in increasing numbers. Because of limited space, only a few of the important industries are discussed. Elsewhere in the edition are statistics covering all the manufacturing activities of Niagara Area. This is the first time such a compilation has been assembled in a single publication.

BECAUSE Niagara Area manufacturing is so diversified, it is possible in this brief analysis of the reasons for the sound, profitable development of its major industries to discuss only those showing the greatest annual value of products. Generally speaking, what is said of those to which reference is made here is true also in more or less degree of the many others concerning which many columns might be written except for the limitations of space.

Grain and Milling

It was just 105 years ago that the foundation was laid for the milling industry of the Niagara Frontier, destined to become one of its greatest. White men had built flour mills at Chippawa, Ont., as early as 1800, but it was not until 1825 when Buffalo first became a center of production of this food. In fact it is recorded that up to that time there was no one who would buy wheat at Buffalo, because there was little or no use for it.

But when the Erie canal was opened, industrialists of that day observed that there was a waterfall, substantial then, although it was measured in inches, which might be used to operate flour mills. These were built at the same time the canal was opened and from that day to this the milling industry has prospered.

Then, as now, cheap power was an important factor in deciding that mills were to be concentrated at Buffalo, but that item has become secondary. Today's concentration of milling is due to the fact that a plant situated at Buffalo can take advantage of the longest, lowest cost water movement of traffic the world has ever known, and also can be in a position to move its finished product speedily and cheaply to the greatest consuming region of all history.

Wheat from the fields of two nations is moved a thousand miles by water to Buffalo mills for two cents a bushel or a fraction more. Man has never known, prior to the operation of modern steamships on the Great Lakes, transportation of such low cost and high efficiency, in comparison with dollar values of the day. It is an advantage which no other city in the world possesses, all things considered.

Economic Assembly

A Buffalo miller may bring to his plant the ingredients for a whole barrel of flour for about the same price that it costs him to move a single bushel of wheat from this city to the Atlantic seaboard by rail.

Concrete Facts for Niagara Area

Citizens of the Niagara Area

SAVE $500,000.00 ANNUALLY since the construction of our plant in Buffalo, by paying less for cement.

ENJOY the benefits of $60,000.00 annually, paid to the City and County in taxes.

PARTICIPATE in the added wealth of the community due to the fact that $1.33 per barrel is paid to labor for every barrel of cement manufactured.

IN ADDITION TO THE ABOVE

The Great Lakes Portland Cement Corporation

1. Manufactures and delivers to the trade a cement that is 50% above standard Government specifications for Portland cement.
2. Originates 2,000,000 tons of freight for movement by steam and water, when operating at capacity.
3. Purchases all mill supplies, equipment and material locally when at all possible; expending $100,000.00 monthly for Labor and Material.
4. Uses more electrical power than any other industrial plant in Erie County.

Patronize Home Industries and the Niagara Area is Bound to Prosper

Great Lakes Portland Cement Corporation

Principal Office
614 Marine Trust Building

LEHIGH CEMENT

Sales Office
2004 Liberty Bank Building

Plant Capacity: 3,000,000 Barrels Per Annum

The north entrance to Buffalo's inner harbor, Buffalo River and City Ship Canal, where the greatest concentration of diversified industry of any Great Lakes port is located

Once the grain is ground into flour it is in a strategic position if it is at Buffalo. It can be moved to any port on the North Atlantic seaboard within 48 hours by ordinary freight if there is a quick demand for flour for export. It can be moved to any one of the great cities of the east as needed, whereas a carload of flour from Minneapolis or Kansas City is "rolling" for many days en route east, while prices or market conditions may be changing, or unexpected needs of consumers may be developing.

Power costs are lower here, waterfront industrial sites are plentiful and relatively cheap, skilled labor is available in abundance as always is true when there is concentration of industry at one point, and the storage facilities for holding grain when navigation closes are excellent.

The growing importance of the poultry and dairy industries in the east assures Buffalo mills a constant market for their valuable by product feeds at all seasons of the year.

These factors explain why Buffalo last year produced some 10,200,000 barrels of flour and perhaps 400,000 tons of mill feeds. Production of both was the greatest of all time.

Iron and Steel

Many factors enter into the production of iron and steel and the development of metal industries in a particular region. Few can be mentioned in this necessarily brief summary.

It may be said, however, that the ability to concentrate raw material here at low cost, cheap power, favorable climatic conditions, abundant water and nearness to great consuming regions seem the prime factors in the concentration of steel mills in this district.

Just as grain may be hauled a thousand miles for two cents, so may iron ore and limestone be hauled a similar distance to the unloading docks of Buffalo blast furnaces and steel mills at rates lower than are available for any similar movement anywhere. Coal moves to Buffalo from thousands of mines at rates of $2 to $2.40 a ton, a cost which compares favorably with those of other regions served by rail delivery. Even lower coal cost is possible for Buffalo mills by partial use of lake transportation in bringing this material here.

These and scrap iron and steel are the principal raw materials of steel works. The former may be assembled quickly and economically at Buffalo. Prevailing cost of scrap iron and

The Specialist Says:

I SEE where Crown Prince Humbert has led Princess Marie Jose t' th' altar. Of course now I ain't acquainted with th' Prince an', as fur as that goes, I ain't acquainted with th' Princess either, except through th' newspapers, th' same as you. But I'll tell th' Prince right now it's th' last time he'll be leadin' the Princess.

You take a woman, fer instance—out she goes. She falls in love with a man an' he leads her t' th' altar. Then what happens t' th' man? Does he go right along livin' th' life of Riley that he did when he was in charge of hisself? No, he don't. An' I'll tell you why.

After th' trip to Niagara is over, th' man settles down in his new home where he thinks he's th' head of th' house—but he ain't even chairman of th' entertainment committee.

An' after a couple of years or maybe three years, jest when you've forgotten all about him, you see him walkin' down th' street strong and healthy an' out of debt fer th' first time in his life.

I'll tell you what, folks. Even if you ain't a Prince or a Princess, which you probably ain't, matrimony is a m-i-g-h-t-y, m-i-g-h-t-y fine institution an' somethin' that no big family should be without.

CHARLES "CHIC" SALE.

Of Course
You Remember

Chic Sale

the author of

"The Specialist"

•

Well

Now you can read his
m-i-g-h-t-y mighty
funny articles

EVERY DAY

EXCLUSIVELY IN

The Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

steel is usually $1 to $2 a ton less at Buffalo than in other great steel centers. This in itself is a very important factor in regulating steel costs, as may be judged from the fact that it is nothing unusual for a steel mill to buy 25,000 to 50,000 tons of scrap at a time.

Steelworks are turning more and more to electric power. Buffalo's low rates for current speak for themselves. They have been of great importance in causing Bethlehem Steel to plan an investment of $30,000,000 to $40,000,000 in the electrification and expansion of its plant at Lackawanna, and in other metal industry enlargements here. It is particularly worthy of note that Bethlehem buys most of its power used at Lackawanna and does not attempt to produce it, because of its low cost and the certainty of a constant, ample supply from the public utility lines.

There are few hot weather suspensions of steel plants in Buffalo such as cut into production in districts only a few hundred miles from here. With a very few exceptions steel mills along the southern shore of Lake Erie are so cool even in the hottest weather that suspensions because of the danger men will be overcome by the heat are practically unknown.

Since steel making is a continuous process, here too is a factor of great importance in this industry and one of greater weight than might be supposed by an outsider.

Steel, and iron also, may be moved in any direction from Buffalo by rail or water. Iron made here in 1929 was shipped to Chicago by lake, to New York harbor and Long Island sound by canal, and in every direction by rail. There is no dead territory in any direction and much live consuming population at every point of the compass from this city.

Steel men predict that Buffalo's importance as a metal center is just beginning to be realized and that producers who study the city's industrial advantages will follow Bethlehem's example in investing millions in capacity here.

Buffalo prices on pig iron today fix values throughout the eastern portion of the country, while the Niagara Frontier has broken away from Pittsburgh domination of steel to such an extent that this material is no longer sold on a base of the Pittsburgh price plus freight, but rather at cost at the mills here, plus actual delivery charges to destination, or else delivered at the consumer's plant.

Transportation

Transportation is another of the city's great industries, providing employment for upwards of 25,000 persons. The explanation of the concentration of rail and water traffic here is obvious. Many cities claim second place in rail transportation but when through tonnage and passenger movement is figured, Buffalo undoubtedly deserves this distinction. As one railroad so well puts it, Buffalo is the water level gateway between east and west. Nothing can take from it that advantage. Its transportation greatness must grow with the nation's gain in population.

It is worthy of passing mention that one fourth of the value of the entire commerce between the United States and Canada crosses the Niagara river in the short stretch of that waterway between Lake Erie and Lake Ontario.

Automotive Industries

Any city in the lower lake region can produce and distribute automobiles and airplanes economically and efficiently. None has advantages which the others do not share in great degree.

Therefore it is to be expected that Buffalo's production of passenger cars and trucks, together with parts and accessories, will grow. They already form one of the five greatest industries here. Labor supplies are abundant, the workers skillful. Raw material is available at prices at least as low as those of any other city which is a competitor in this field.

Deliveries from Buffalo to the eastern states are superior to those of either Detroit or Cleveland.

In aviation Buffalo takes a leading and growing place. This is a new industry, one requiring skilled help as a prime requisite. During the war many skilled airplane workers were developed here. They have passed on their craftsmanship until the supply of workers for aircraft construction at Buffalo is superior to that of any other city of anything like its size in this country. Production of planes, engines and accessories in 1928 was valued at $5,000,000; in 1929 it rose to $15,000,000.

The constant development of Buffalo's splendid airport has been made a municipal policy and one which indicates the type of co-operation that is being given the aircraft industries of the city.

Meat Packing

Buffalo's stock yards have long been famous. Prices paid here are good, there being a year 'round market. The packing houses of the city are adequately financed and efficiently operated. Fast trains carry meat products from them to the great eastern consuming regions.

The packing house district is concentrated near the stock yards so that no problem of transporting animals purchased for slaughter is involved.

Baked Goods

The final industry to be mentioned is that of baked goods. There has been a steady growth of the importance of this industry here due to the low cost of assembling materials, abundant supplies of good water at low cost, and large consuming ability of the region within delivery distance of Buffalo bakeries.

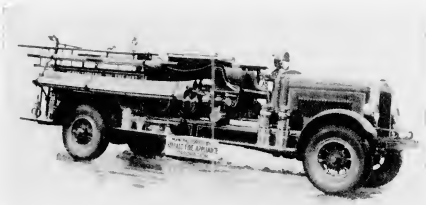
Many other industries might be mentioned and the advantages of their being located on the Niagara Frontier might be told at length.

At Niagara Falls is the greatest electro-chemical and electro-metallurgical center in the world. The Dunlop Tire and Rubber Corporation selected Buffalo as the location of its $25,000,000 American plant after a study of numerous prospective cities had been made, because of its outstanding advantages for rubber manufacture.

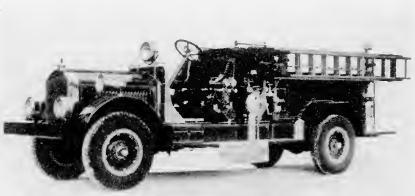
The Chamber will be glad to go into any phase of manufacturing operations at length with any one upon request of interested parties.

"BUFFALO"

FIRE ENGINES ARE RECOGNIZED BY THEIR MERITS FROM COAST TO COAST

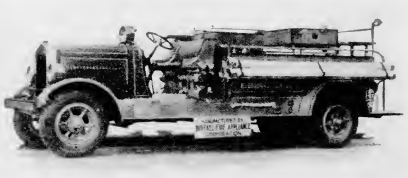


Hallowel, Maine

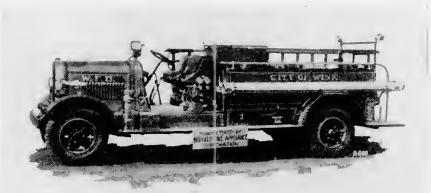


Walla Walla, Wash.

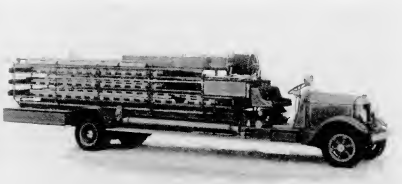
Manila, Philippine Islands



Blossburg, Pa.



Wink, Texas



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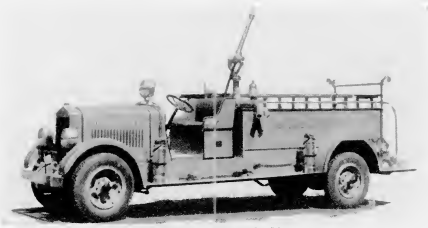

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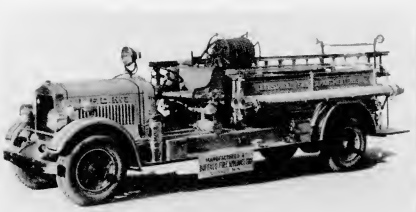

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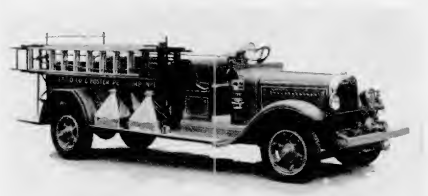
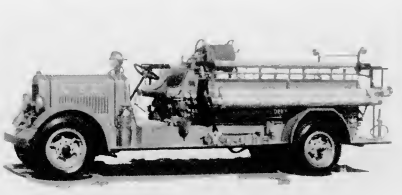


Tulsa, Okla.



Newington, Conn.

Buffalo Fire Appliance Corporation

BUFFALO, N. Y.

World Trade at the Area's Door

By F. M. RAYBURN

District Manager, Buffalo Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce

EVERY resident of Western New York realizes that the United States conducts an export and import trade of large extent, but few think of it as concerning them personally and outside of those connected with large exporting or importing houses located in this area, there is little conscious interest in it. Men go about their daily labor, absorbed in the problems of their business or profession and often overlook the effect of factors which exert a tremendous influence on their well being, comfort, convenience and prosperity.

Foreign trade, and in that term is included imports as well as exports, is now a vital necessity in our national well being, and in the scope of its influence affects all

HERE THE WORLD'S GREATEST FLOW OF COMMERCE

THE Niagara Area includes Erie and Niagara counties in New York State and a portion of the Canadian Niagara peninsula.

The wholesale value of manufactured products, from the latest census figures, shows a total of $1,129,859,257.

The full significance of this tremendous figure, representing as it does the wholesale value of goods manufactured within this area, is realized when we find that the value of manufactured products produced by but 15 states in the Union exceeds this figure. Thirty-three great states have a value of manufactured products that is less than the value of goods produced in this region on both sides of the Niagara river.

The Niagara Area is the principal gateway to and from Canada from the United States in commerce and industry. Approximately one-quarter of the value of all goods exchanged between the two countries passes across the Niagara River at this point.

Therefore, within this Niagara Area is concentrated the world's greatest flow of commerce.

As indicative of the intimate relations between the two countries, particularly in the world of industry and commerce, the 1928 figures are quoted to show that the investors of the United States have confidence in the future of the Dominion:

Foreign Capital in Canada

Great Britain . .	$2,234,364,000	39%
United States . .	3,313,512,000	57%
Other Countries .	248,793,000	4%
	$5,796,669,000	

Buffalo and Pt. Colborne give Niagara Area rank as the world's greatest grain distributing center. Here grain is transferred to the Welland Canal type steamers for Montreal, the world's greatest grain exporting port. Other grain goes to Erie Barge Canal carriers. Still more goes by rail to the Atlantic seaboard. One hundred twenty-five million bushels of grain going to the seaboard for export through U. S. ports means that the great ports of New York, Philadelphia and Baltimore are dependent upon Buffalo very largely for the grain received at those ports, which are served by five great trunk lines radiating from Buffalo to the North Atlantic seaboard — the New York Central, Erie, Pennsylvania, D. L. & W., and the Lehigh Valley.

The amount of grain going forward to the seaboard from Buffalo every year is the equivalent of a solid train of loaded grain cars reaching from Buffalo to New York and return as far as Syracuse.

Grain is a basic cargo which attracts ocean commerce and it is a most desirable commodity for ports.

During 1928, Port Colborne handled through its elevators 108 million bushels of grain, Buffalo 279 million bushels, making the immense total of 387 million—a like figure to be found nowhere else in the world.

The national wealth of Canada, exclusive of undeveloped natural resources, is placed at $27,687,000,000 for the year 1927 by the Dominion Bureau of Statistics. Ontario led with $9,560,775,000 or 34.53 percent followed by Quebec with $6,852,279,000 or 24.75 percent.

Although Canada possesses only about one-half of one percent of the world's population, the Dominion produces about 9 percent of the world's wheat; over 10 percent of the world's oats; nearly 10 percent of the world's gold and silver; 15 percent of the world's wood pulp and 90 percent of the world's nickel. Canada has 16 percent of the world's known coal resources and a large part of its asbestos and nickel. It ranks third as a gold producer, eighth in cheese production and fifth in that of butter. The quality of its wheat is famous.

Ontario is the leading manufacturing province of the Dominion, accounting for more than a half of the value of the manufactured production of Canada.

Quebec ranks a close second to Ontario.

Providing Home Comforts in the Niagara Area . . . . .

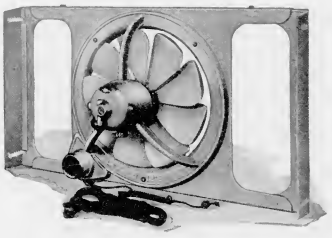
"Buffalo" Coal Burner

A Buffalo Coal Burner installed to your furnace will save you from 30% to 40% in coal bills, heat up your home 10 minutes after the furnace is fired and provide an even temperature throughout the house at all times.

Thousands of these fans are now being satisfactorily used. They are inexpensive, easily installed on any furnace or boiler and cost very little to operate. The current required by this fan is not more than that used by an ordinary reading lamp.

Circular No. 1934-B gives complete particulars.

"Buffalo" Glass Panel Ventilating Fan

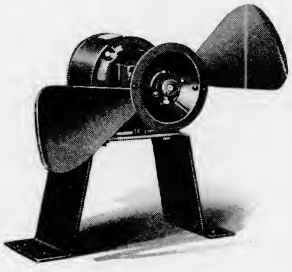


The New Glass-Panel Breezo Home Ventilating Fan is the last word in easily-installed "home ventilation." It is compact, good-looking, inexpensive. It has glass panels on each side of the fan, a desirable feature where there is only one kitchen window available, or where the light is poor.

Removes kitchen odors, greasy steam and smoke quickly from the kitchen, saving hostess and guests from embarrassment and annoyance, and protecting wall, draperies and furniture.

The panel is made in two sizes, the smaller to fit windows from 26 inches to 36 inches wide, and the large size, from 36 inches to 46 inches. The motor, finished in aluminum, harmonizes with the pearl grey panel, frame and wheel.

Circular No. 2686 gives complete particulars.



"Buffalo" Furnace Fan

The Buffalo Furnace Fan, installed in the cold air box, forces sufficient air through the furnace to carry all the heat throughout the house without any waste. It provides a uniform temperature throughout the house regardless of weather conditions. Saves 20% to 30% in coal bills.

Each damper can be regulated separately, permitting you to have the heat desired in each room. This is very important in homes where there are children or sick people.

Circular 1763-B gives complete particulars.

BUFFALO FORGE COMPANY

503 Broadway Buffalo, N. Y.

In Canada:
Canadian Blower & Forge Co. Ltd., Kitchener, Ontario

"The Mark of Quality Since 1878"

"Buffalo"

Heating, Ventilating and Mechanical Draft Apparatus, Drills, Forges, Metal Working Machinery

institutions of our business life, every individual citizen and consequently community life to a great degree. For the purposes of this writing, I wish to consider that section of Western New York covered by the Buffalo District Office of the United States Bureau of Foreign and Domestic Commerce, namely those ten counties nearest the state and national boundaries in Western New York. Because of its proximity to Canada, and its unparalleled transportation facilities, either from local production or through in-transit shipment there passes through this sector a very large portion of the merchandise consigned to our northern neighbor, Canada, and, a fact which I fear many of us are prone to forget, the best customer of the United States for two consecutive years and a close runner-up for first position for many years past. In return, and as a good neighbor should, the United States purchases approximately 40% of Canada's exports and is Canada's best customer for the products of her fields, forests, mines and mills. It is through Western New York, and largely through that section of Canada and Western New York known as the Niagara area that a large share of this international exchange of commerce takes place and it has been truly stated through the Buffalo gateway, which is the Buffalo Customs District, "is concentrated the world's greatest flow of commerce between two nations."

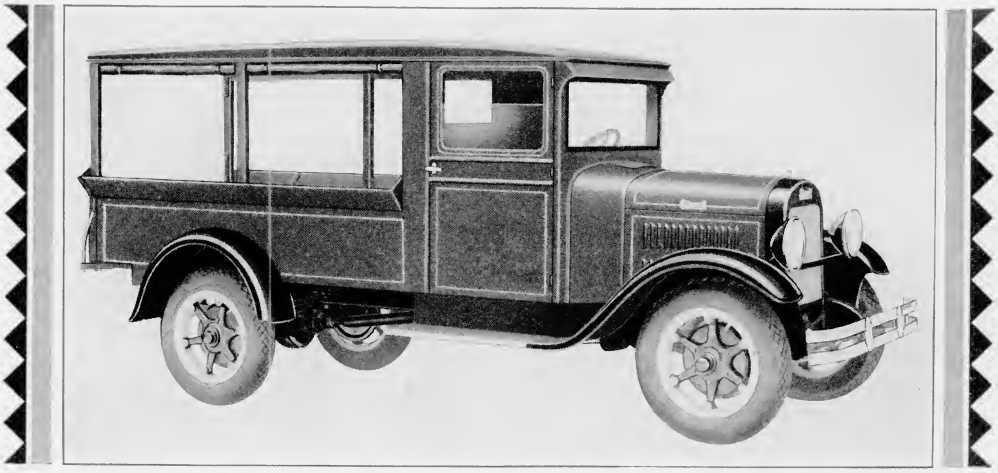
Let us pause in retrospect and consider the figures for our foreign trade in the year just passed, which will go down in history as a record-breaker. Our import and export trade shows substantial increases over 1928, and, when necessary adjustments are made in the purchasing power of money, indicate that we have surpassed the records made during the World War and the post war boom. At this writing the total figures for the month of December, 1929, are not available, but if the same totals are shown for this month as in the preceding year, and it is reasonably safe from all indications to assume that they will, our total exports will be approximately $5,300,000,000, or between 3 and 4% more than in 1928. Imports will amount to about $4,500,000,000 or an increase of 8% over those of the preceding year. It is estimated that about 1/8 of the products of our fields and 1/10 of our factory products are now sold in the world markets.

Area Foreign Trade Large

In the sector of Western New York under consideration for the moment, according to the "Market Data Handbook of the United States," prepared by the Bureau of Foreign and Domestic Commerce, there are approximately 2,650 manufacturing establishments, of which 400, or about 15% are known to be actively engaged in foreign trade. Compared with the index figure of the nation, this indicates that the relative percentage of firms engaged in foreign trade in this sector is at least 90 to 100% greater than the figure for the nation as a unit, and emphasizes the fact that there has been established in this portion of the state a great and growing industrial center conscious of the benefits to be derived from the sale of products to the countries beyond our boundaries.

The members of this manufacturing community will be interested in learning that after examination of our foreign trade figures in 1929, the most conspicuous feature of the trade is in the expansion of our sales of factory products. Semi-manufactures and finished manufactures, the latter by far the greater portion of the whole, exported from the United States reached the record total of approximately $3,250,000,000 showing a gain of 10% over the figures of 1928. Year by year the products of American factories have been growing in popularity in the markets of the world, and are now in many countries classed as the "standard." The total exports in 1929 are between 80 and 90 percent greater than those of 1922, only seven years ago. The United States now leads the world as an exporter of factory products, and in the attainment of this pre-eminent position, western New York manufacturers have contributed a worthy share. Chemicals, automobiles and trucks, steel and manufactures of steel, aircraft and aircraft accessories, furniture for the home and office, foodstuffs, flour, grain and packing house products, and other articles too numerous to mention, bearing the brands of Western New York manufacturers now reach an increasing

Traffic on Buffalo River



a NEW Stewart 1 Ton Truck
at a truly phenomenal Price

The greatest dollar for dollar value ever offered in truckdom. A new Stewart 1 ton truck embodying a long list of mechanical features formerly found only on the finest trucks at a price that smashes all precedent.

The new Stewart 1 tonner is not a one year truck. The same quality that has long marked Stewarts as "America's Greatest Truck Value" is embodied in this model. From radiator to tail light an honestly rated truck built by exclusive truck makers entirely of truck parts.

Merchants, manufacturers and public utilities whose truck demands include speed, flexibility and long life at low operating costs may now enjoy Stewart quality at a hitherto unheard of price.

Stewart owners know by experience that the average life of a Stewart is 5 years or more. Ask the Stewart owners in your community the results they are getting. You'll find Stewart quality and performance unequalled.

$695
CHASSIS

MADE IN BUFFALO

SPECIFICATIONS

ENGINE—Four cylinder truck motor. 3¾" bore, 4½" stroke. Six cylinder motor extra.
CARBURETOR— Latest Stromberg with accelerator pump, fuel economizer and air cleaner.
IGNITION— Delco-Remy — engine driven distributor.
GENERATOR— Delco-Remy — direct gear driven, also Delco-Remy starter.
TRANSMISSION— 4 speeds forward and one reverse. Shafts mounted on annular bearings.
STEERING GEAR — Ross cam and lever.
FRAME—Pressed steel side rails 6" deep.
REAR SPRINGS—50" long, 2½" wide, bronze bushings, 11 leaves.
REAR AXLE — Truck type, heavy cast housing. Heavy type differential, mounted on Timken roller bearings. Dual wheels extra.
BRAKES—Four wheel Bendix.
SPICER DRIVE SHAFT—3" tubular, for standard wheelbase with metal covered, dust proof Spicer joints. Three joint shafts on 140" wheelbase chassis.
WHEELS—Metal. Six spokes.
WHEELBASE—Standard wheelbase 130", Special 120". Extra cost 140".

MODELS
BEVEL AXLE

1	ton 4 Cylinder....	$ 695
1	ton 6 Cylinder....	795
1¼	ton 6 Cylinder....	1295
1½	ton 6 Cylinder....	1495
2	ton 6 Cylinder....	1695
2½	ton 6 Cylinder....	1990

All prices f.o.b., Buffalo, N. Y.

MODELS
WORM AXLE

2	ton 6 Cylinder....	$2290
2½	ton 6 Cylinder....	2690
3	ton 6 Cylinder....	3290
3½	ton 6 Cylinder....	3690
5	ton 6 Cylinder....	4990
6-7	ton 6 Cylinder....	5700

All prices f.o.b., Buffalo, N. Y.

Stewart
MOTOR TRUCKS

Factory Sales and Service Departments
For Buffalo District
93 DEWEY AVENUE (Between Main St. and Fillmore Ave.)
Phone, Crescent 2810

Stewart Trucks have won—By costing less to run

number of world's markets. The record for sales in the largest number of foreign markets is held for this section, I believe, by the manufacturer of a popular soft drink, whose products can now be purchased in 61 countries of the world.

The importance of this huge exportation of manufactured products as a stabilizer of industry and employment is obviously very great. With the probable exception of metropolitan New York there is no section of the United States which has a greater diversity of industry than western New York. This augurs well for prosperity in foreign as well as domestic trade since dependency is not placed on any single commodity or group of commodities for prosperity, such as might be noted in the case of the island of Cuba with its dependency on sugar growing and exportation of sugar for the well being of the country. Western New York can confidently build up its foreign trade and expand its domestic trade without being dependent on any one commodity or market.

Import More Raw Materials

It is interesting to note the change in the trend of our import trade. The early life of the nation's foreign trade was characterized by the export of raw materials and the import of finished manufactures. The reverse is true today. Raw materials, while still exported, are now a declining factor in our export trade and in turn we are importing more and more of those raw products not produced, or produced in insufficient quantity, which are essential to our great manufacturing industries such as rubber, tin, sugar, newsprint, coffee, cocoa, and many others. Those manufactured articles which we do import consist largely of those articles classed as "luxury" lines which our high standard of living demands or in the manufacture of which much hand labor is involved. In turn we export those manufactures which we are able to produce at low prices through unparalleled mass production methods.

It is in import trade that I fear many of our citizens do not realize the dependency of the United States on other countries for the essentials of well being and continued prosperity. Nature has not blessed us with rubber so vitally necessary to our automobile and many other industries. We look to Canada for our enormous supplies of newsprint on which the great publishing companies are dependent for operation from day to day. Again we look to our northern neighbor for nickel, so essential in our steel industry. Tin comes to us exclusively from the Straits Settlements, and so on with item after item required by our industries and on which they are dependent for continuous and successful operation.

Foreign Markets Beckon

There are many people who undoubtedly do not realize how profoundly world trade affects our daily lives—we are so inclined to take things for granted. Let us devote a moment to some of the things we eat and wear,—the things we use, and the things that serve us that contribute so vitally to our high standard of living and consider the foreign lands represented in their origin. Take, for instance, some of the items of an ordinary meal served in the average western New York home. We have coffee from Brazil, flavored with sugar from Cuba, we pepper our meat with a product from Java, the flour in our bread comes possibly from wheat grown in Canada or Argentina, we smoke cigars from Cuba or cigarettes rolled in paper imported from Macedonia, and light them with a match imported from Sweden or a lighter made in Germany; our meals may be served on English pottery, the knives used probably came from Sheffield, England; the mahogany in our furniture came from the forests of Central America; the silk in our ties came from Java, the linen in our collars from Belgium or Ireland; the wool in our suits from Australia and their lining from India, the buttons with which they are fastened from South America and so on ad infinitum. Our radios and our telephones represent a whole League of Nations in their make-up. We drive our automobiles on rubber tires from Sumatra over streets paved with asphalt from Trinidad. We probably practice our golf game on rugs sent us by the Persians. In every way our daily life is made more livable by foreign trade.

The manufacturer engaged in export trade is performing a function which provides prosperity insurance not only for himself, but for his employees, his community and for the nation as a whole. The manufacturer engaged solely in domestic trade is overlooking a bet and may be classed in the category of the man who places his eggs in one basket. The exporter, with well developed foreign markets for his products is not dependent on the booms and slumps of the domestic market or any one foreign market for success. The extent and breadth of his markets assures continuous production, his factory operates 52 weeks per year with a full pay envelope each and every week for his employees and larger dividends at regular periods for his stockholders. In addition he is performing services first, to the nation as a whole in that through the collective efforts of all manufacturers our trade balance with the world will be maintained at favorable levels and second, through the sale of his merchandise in foreign lands he automatically creates a demand for allied lines and his brother manufacturers will reap benefits from an increased demand for American products of all kinds.

U. S. Bureau Aids Traders

Many manufacturers hesitate to engage in foreign trade because of its fancied difficulties and complexities. There is no mystery attached to export trade. As a matter of fact in many instances it is much easier than the highly competitive domestic markets. Methods of procedure in export trade are clean cut and well defined and in the majority of cases, the necessary paper work and credit risks, which so many fear, become mere routine after the first six months.

To the manufacturer wishing to engage in foreign trade there is but one message, which is, "Give to your export trade the same thought

PLANT OF THE SENECA IRON AND STEEL COMPANY
CAPACITY—12,000 TONS MONTHLY

One of the best equipped, most complete and
modern sheet mills in the United States

FULL FINISHED SHEETS

FOR METAL FURNITURE *and* AUTOMOBILE STAMPINGS

A completely satisfying source of supply whose strategic
location permits direct shipments to all points.

SENECA IRON AND STEEL CO.

P. O. Box 485

BUFFALO, NEW YORK

Detroit
2-236 General Motors Bldg.

New York City
1572-1574 Woolworth Bldg.

Indianapolis, Ind.
908 Merchants Bank Bldg.

SENECA IRON & STEEL CO. · SENECA · BUFFALO, NEW YORK

Chicago
180 North Michigan Blvd.

Cleveland
728 Union Trust Bldg.

and consideration which you gave to the development of your domestic market and success is assured."

Our Chief Executive has called for "acceleration" in all lines of business, and particularly in export trade, in order that the prosperity of this country may be kept on a level keel, enhanced, and fostered. Largely through his efforts and those of Dr. Julius Klein, Assistant Secretary of Commerce, the United States Government, through the United States Department of Commerce, has built up a world wide trade promotive organization for the development and expansion of our foreign trade known as the Bureau of Foreign and Domestic Commerce. This organization has headquarters in Washington and consists of 31 district offices, of which one is located in Buffalo, and 59 foreign offices located in 44 countries of the world. In addition full cooperation is received from 457 consular offices located in the principal cities of all civilized nations. Through this organization information and assistance is rendered without charge to American firms in foreign and domestic trade matters. As an example of the information available through the Buffalo District Office, a "service station" of this Bureau, there are listed below some of the services made available to trade and industry in western New York:—

Services of Bureau

1 *Whether there is a foreign market for any commodity.*
2 *Where such markets are located.*
3 *How best to enter each market.*
4 *Terms on which goods are sold in particular markets.*
5 *Competition to be faced from foreign sources.*
6 *The names of buyers, agents and distributors in the principal world markets, and assistance in securing their appointment to act for American firms.*
7 *How best to pack merchandise for foreign shipment.*
8 *Economical shipping routes.*
9 *What documents are necessary to accompany shipments.*
10 *Rates of duty levied on any class of goods in any given country.*
11 *Information as to legal requirements and practices abroad.*

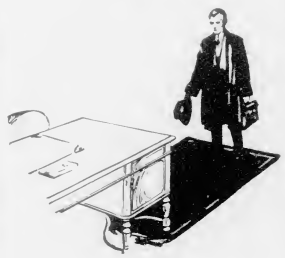
Assists Domestic Trade

Summarized, this trade promotive organization is prepared to perform any service in connection with foreign trade expansion other than actually selling merchandise, transmitting orders, and collecting debts.

A great many studies and services have been performed which are of invaluable assistance in domestic trade. The Domestic Commerce Division is now performing invaluable services in the study of production and distribution.

Export Data at No Charge

Trade and industry generally in Western New York are fortunate in having many active and well organized associations and Chambers of Commerce which can and do render invaluable assistance in domestic and foreign trade matters. The Bureau of Foreign and Domestic Commerce through the District Office in Buffalo desires to co-operate to the fullest extent with these organizations as well as the individual manufacturer. To the manufacturer who looks north for his market, there are five offices of the Bureau in Canada willing and ready to assist him. If he is looking farther afield the Buffalo District Office will gladly act as his "liason officer" with our representatives in any particular field and supply him with accurate and impartial facts on which he can base his foreign trade policies with every hope of future success. If a domestic situation is causing perplexity, it is probable that the solution can be found in studies already made or now being made by the Domestic Commerce Division of the Bureau and the services of this division are at the disposal without charge of any and all who may request them.



SMILES

THE impression a tastefully furnished office gives is like a smile—it radiates friendliness, progress and confidence in the future.

The difference between offices which smile and frown is slight — just a higher standard in the quality of the furnishings, in the way they harmonize to produce the proper effect.

You will be surprised to find how little it costs to equip your office so that it will be pleasingly suggestive of quality in every detail. Let us submit an estimate.

Keller
OFFICE FURNITURE CO.
Everything in Office Furniture
123-129 Franklin Street
SENECA 6180

RADIO

is fast becoming recognized as
the best substitute for

Actual Personal Contact

Listening is a natural habit.

You can sell your message over the air.

The stations of the Buffalo Broadcasting Corporation serve an area in which is resident 1,700,000 people . . . . 395,300 families . . . . 177,200 radio sets . . . . 886,000 potential listeners.

In a short time every home will be radio equipped.

The rapid development of facilities and personnel of the Buffalo Broadcasting Corporation guarantees high-standard radio advertising for your organization.

BUFFALO BROADCASTING CORPORATION

The Voice of Buffalo

OPERATING RADIO STATIONS

WKBW -· WGR -· WMAK -· WKEN

■

Rand Building, Lafayette Square

BUFFALO
N. Y.

Radio Advertising Speaks For Itself

In Aeronautics

NIAGARA AREA HAS AN IMPOSING PLACE

EACH day there is something new in aviation—a newer ship, faster, safer, or of greater carrying powers. And, with each successive step forward, distances shrink, markets are brought closer to the manufacturer, human associations become more closely knit.

In the American picture of aeronautics the Niagara Area has an imposing place, and foremost engineers predict that this district is destined to become the hub of aircraft manufacturing on this continent.

The Area's aircraft and aircraft accessory manufacturing is centered in Buffalo and the town of Tonawanda. One large Buffalo concern recently purchased a plant location on the Canadian side of the river as part of its expansion program.

Airplane and airplane engine manufacture in Buffalo during 1929 totalled approximately $15.000,000, placing Buffalo in a leading position among all American cities in aircraft production. The production of airplanes was nearly 400 planes valued at $5,977,382, and engines, parts and accessories amounted to an additional $7,956,485, a total of $13,933,-867. Not all of the manufacturers of accessories reported, so it is possible that a total of $15.000,000 was reached.

In 1928 Buffalo's five aircraft manufacturing plants had a combined output of nearly $5.000,000. The three largest of these—Curtiss Aeroplane and Motor Company, Inc., Consolidated Aircraft Corporation and the General Airplanes Corporation had 295,625 square feet of manufacturing space, employed 2,105 persons and produced 397 planes and 198 engines. The new plant opened in 1929 by Curtiss added 448,000 square feet of floor space with room for a

Even Greater Service

Through This Merger of Buffalo Businesses

REPRESENTING together over 110 years of service to Buffalo and the Niagara Frontier, these pioneer store fixture and equipment houses have merged to form the outstanding manufacturing and installing organization between New York and Chicago.

Even before their merger, these two old-established companies, A. F. Meyer & Sons Co. and Smith Supply and Equipment Co., have been nationally known. Their work has included the furnishing of extensive equipment for the kitchens and cafeterias of large industrial plants, hospitals, schools, churches and other institutions, also the elaborate grill room, kitchen and dining room furnishings in many of the most attractive clubhouses and fraternal temples throughout this end of the state.

Store fixtures, soda fountains and refrigerators have been built and installed for every type of business, including chain stores, department stores, large provision markets, etc. Meyer-Smith refrigeration experts have adapted electric refrigeration to more commercial uses than any similar organization anywhere.

Now united in effort, larger centrally located showrooms will be provided, increased factory facilities, larger forces of expert mechanics, even more complete lines of supplies, and a staff of experts to aid in planning complete equipment for any need.

Phone or write for a Meyer-Smith expert, who will gladly offer suggestions without obligation.

The general offices and showrooms at 50 Broadway, two blocks from Main.

MEYER-SMITH CO., Inc.

MODERN STORE FIXTURES

Complete Equipment for Every Business

GENERAL OFFICES AND SHOWROOMS
50 BROADWAY

FACTORIES AND WAREHOUSES
404-408 Broadway 294-298 Pratt St.
198 Oak St. 22-40 W. Bennett St.

Telephones: Seneca 4095 to 4099

working force of 3,000 persons, giving Buffalo the largest aircraft manufacturing plant in America at that time. The Hall-Aluminum Aircraft Corporation got under way late in 1928 and G. Elias and Brother, Inc., did experimental work.

Located here also is the Irving Airchute Company, largest manufacturer of parachutes in the world and sole source of supply for the air services of 28 governments.

Niagara Area is well supplied with airports. The Buffalo airport, owned by the municipality, occupies 557½ acres, just east of the city. Provision has been made for leasing adjacent ground to aeronautical interests for 25 year terms at a rate of $200 a year for 200 square feet. Buffalo has a temporary marine airport close to the heart of the city, where temporary hangars are to be erected for public use and for testing and assembling sea planes. The Becker Flying field is at Genesee and Union Road, just outside of Buffalo in the township of Cheektowaga.

At Tonawanda, just outside of Buffalo city limits on Military Road is the landing field of the Consolidated Aircraft Corporation. At Clarence, N. Y. is the Kinney Airport, and there are also airports located in Angola and Lockport, N. Y.

Landing Fields Increase

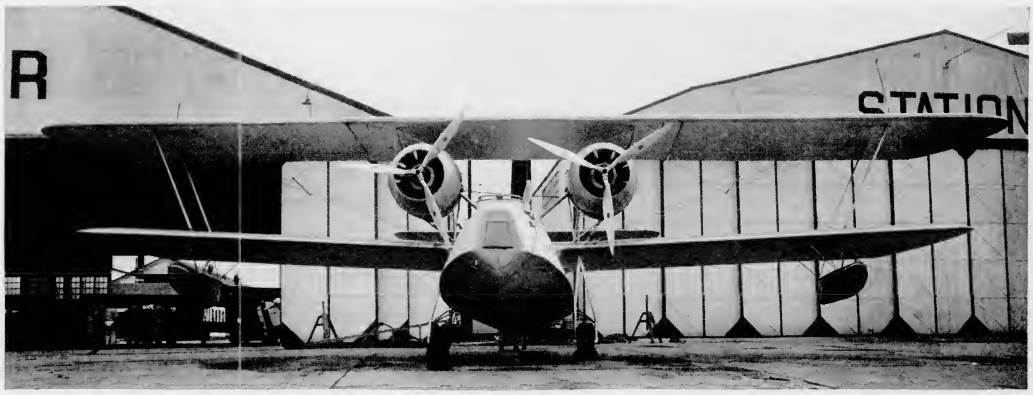
Niagara Falls, N. Y., has a municipal airport, of good size and excellently equipped. At Niagara Falls, Ont., is the busy tourist landing field of the Sky View Air Lines. And at several other Niagara Area points emergency air mail landing fields are located.

Regular passenger air lines operate daily between Detroit, Cleveland and Albany. During the summer months a daily schedule between Buffalo and Toronto is maintained by sea planes.

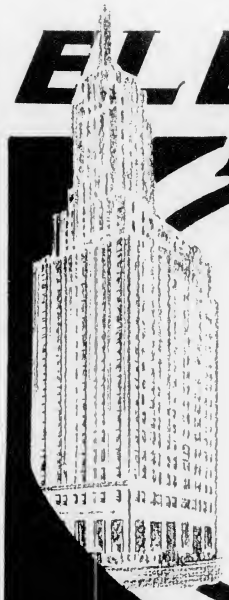
To aid aviators in locating the Buffalo district airports, powerful aerial beacons have been erected on the towers of the General Electric Building and the newly completed Rand Building. Both these beacons reach skyward from the center of Buffalo and can be seen for many miles even though visibility may be poor. The Rand beacon is 412 feet above the street and its 8,000,000 candlepower beam is visible to aviators for a distance of 150 miles, under good conditions. The General Electric beacon is visible for 75 miles and has three flashing colored lights as an additional means of identification. These beacons are the aerial lighthouses of the Niagara Area.

Above: Six British airmen descending with Irving Buffalo-made air chutes at Henley, England. The Buffalo company's parachutes are standard in the air forces of 28 governments, including American and British.

Below: The Xph-1, huge twin-motored flying boat built by the Hall-Aluminum Aircraft Corporation. It is the first aluminum craft of the type manufactured.



ELECTRICAL Installation



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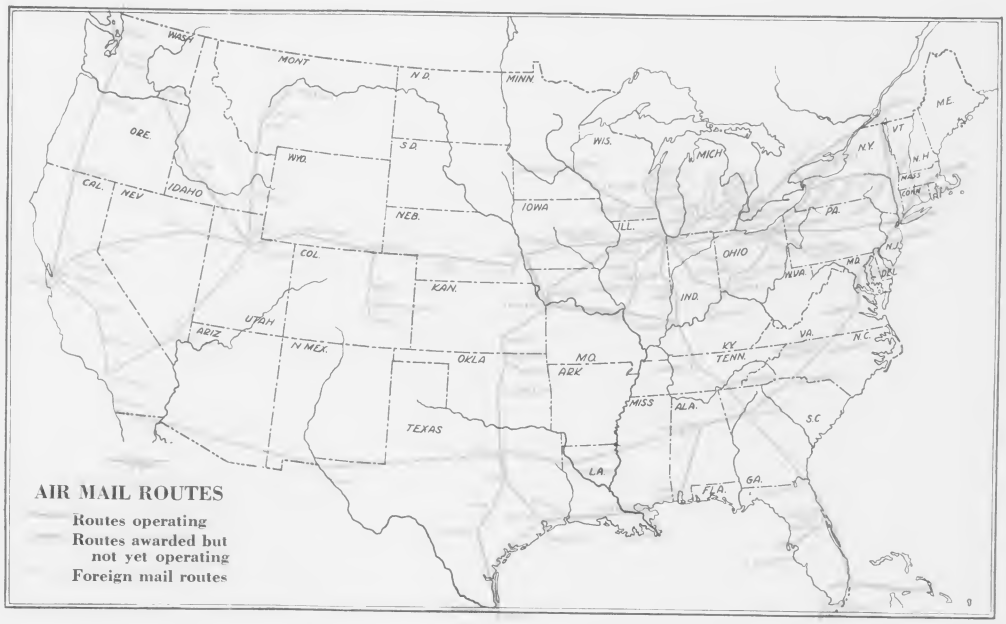


Progress of Air Mail in Niagara Area

DURING the past few years air mail has developed into a dependable, important method of of transportation and communication. Mail planes of this country are flying with a higher efficiency record than the aerial mail carriers of any other country . . . every 24 hours they cover more than 29,000 miles within the borders of the United States, 4,000 miles more than the circumference of the earth. And 12,000 miles of these routes are traveled at night.

Since Buffalo, central Niagara point, was placed on the air mail map on December 17, 1927, traffic along its lines has grown until in 1929 27,000 pounds of air mail were transported over the lines of the Colonial Western Airways from Buffalo. The direct routes out of Buffalo, operated by the Colonial Western, go east to Albany and west to Cleveland, where connections are made with transcontinental lines for the rest of the United States.

The service given is among the fastest in the United States. Recently a pilot for the Colonial Western flew the mail from Syracuse to Albany, a distance of 126 miles, in 40 minutes flat. His average speed of 189 miles an hour caused little comment. The "fastest possible service" is the purpose of the air mail. Such records are expected by those who use it.

Reaches 75% of Population

The new air mail schedule, just put into effect for this district, calls for a plane to leave Buffalo for the east at 3:00 a. m. and for the west at 10:30 p. m. This schedule makes it possible to send out a complete day's mail by air and have it reach a destination practically anywhere in the United States not more than thirty hours later.

Trade areas in the United States, now directly served by air routes, contain approximately 90,000,000 people and it is anticipated that by next summer practically all the larger centers of population and many of the intermediate sized cities will be directly connected by roads of the sky.

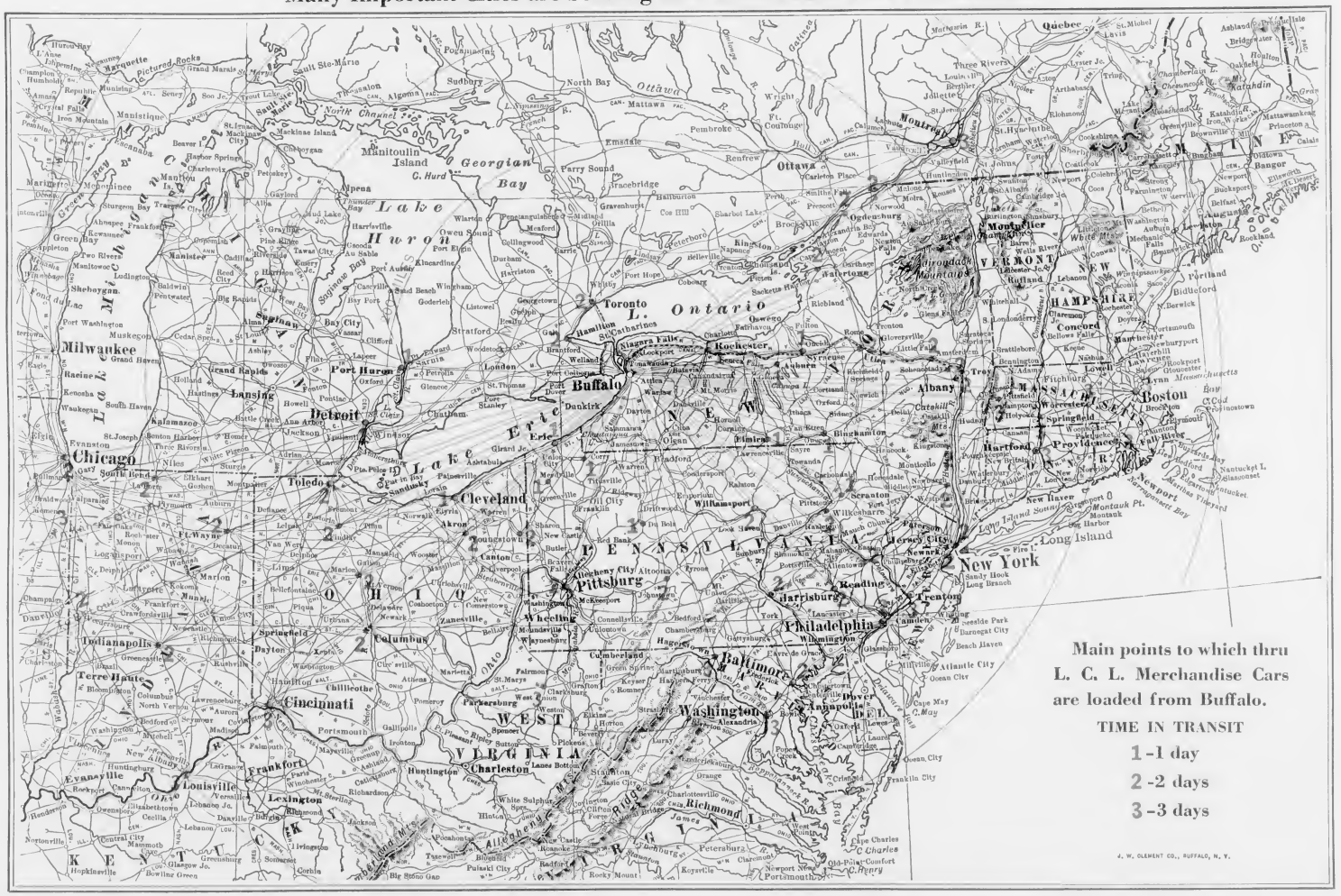
Fifth in Volume

Air mail shipments out of Buffalo for the first ten months of 1929 were fifth in volume for a list of 40 cities. Pittsburgh had the largest volume of air mail, with St. Louis second, Milwaukee third and Detroit fourth, based on the total pounds dispatched from those cities.

On June 30, 1929, there were in this country 32 air lines carrying express, 47 carrying mail and 61 carrying passengers.

This number is constantly growing.

Many Important Cities are Sending thru Merchandise Cars from Buffalo


Main points to which thru
L. C. L. Merchandise Cars
are loaded from Buffalo.
TIME IN TRANSIT
1 -1 day
2 -2 days
3 -3 days
Buffalo
Rochester
Toronto
Hamilton
Niagara Falls
Detroit
Cleveland
Pittsburg
Chicago
Milwaukee
Toledo
Columbus
Cincinnati
Indianapolis
Louisville
Lexington
Frankfort
Evansville
Terre Haute
Fort Wayne
Springfield
Dayton
Akron
Youngstown
Canton
Wheeling
Parkersburg
Charleston
Huntington
Ottawa
Montreal
Quebec
Albany
Troy
Utica
Syracuse
Binghamton
Elmira
Scranton
Williamsport
Harrisburg
Philadelphia
Reading
Trenton
New York
Long Island
Baltimore
Washington
Annapolis
Boston
Worcester
Springfield
Hartford
Providence
Fall River
New Haven
Newport
Concord
Manchester
Portland
Bangor
Rockland
Lake Ontario
Lake Erie
Lake Huron
Lake Michigan
Lake Superior
Georgian Bay
Sault Ste. Marie
Mackinac Island
Manitoulin Island
Sudbury
North Bay
Ottawa R.
Pembroke
Renfrew
Smiths Falls
Prescott
Ogdensburg
Watertown
Adirondack Mountains
Rutland
Burlington
Montpelier
White River
Lebanon
Whitehall
Bellows Falls
Keene
Nashua
Lowell
Lawrence
Gloversville
Little Falls
Amsterdam
Schenectady
Saratoga
Rensselaer
Troy
Albany
Bennington
Brattleboro
Greenfield
Pittsfield
Adams
North Adams
Williamstown
Fitchburg
Gardner
Clinton
Framingham
Brockton
Taunton
Fall River
Newport
Nantucket I.
Martha's Vineyard
Block I.
Montauk Pt.
Orient Point
Greenport
Sag Harbor
Long Branch
Sandy Hook
Asbury Park
Atlantic City
Ocean City
Cape May
Cape Charles
Old Point Comfort
Portsmouth
Norfolk
Newport News
Petersburg
Richmond
Lynchburg
Roanoke
Bristol
Kingsport
Knoxville
Asheville
Charlotte
Greensboro
Winston-Salem
Salisbury
Statesville
Hickory
Spartanburg
Greenville
Columbia
Charleston
Augusta
Savannah
Jacksonville
Tampa
Orlando
Miami
Key West
Atlanta
Macon
Birmingham
Montgomery
Mobile
New Orleans
Memphis
Nashville
Chattanooga
Louisville
Cincinnati
Indianapolis
Terre Haute
Evansville
Fort Wayne
Springfield
Dayton
Columbus
Akron
Youngstown
Canton
Wheeling
Parkersburg
Charleston
Huntington
Pittsburg
Cleveland
Toledo
Detroit
Chicago
Milwaukee
Grand Rapids
Lansing
Port Huron
Kalamazoo
Saginaw
Bay City
Muskegon
Sheboygan
Racine
Kenosha
Waukegan
Green Bay
Marquette
Escanaba
Manistique
Menominee
Manistee
Ludington
Petoskey
Harbor Springs
Mackinac Island
Sault Ste. Marie
Manitoulin Island
Georgian Bay
C. Hurd
Parry Sound
Gravenhurst
Bracebridge
Huntsville
Midland
Orillia
Barrie
Collingwood
Owen Sound
Port Elgin
Kincardine
Goderich
Sarnia
Port Huron
Detroit
Windsor
Chatham
St. Thomas
London
Woodstock
Stratford
Listowel
Wingham
Walkerton
Hanover
Guelph
Galt
Preston
Berlin
Brantford
Paris
Woodstock
Ingersoll
Tillsonburg
Simcoe
Port Dover
Dunnville
Welland
Port Colborne
Fort Erie
Niagara Falls
St. Catharines
Hamilton
Toronto
Oshawa
Whitby
Port Hope
Cobourg
Belleville
Trenton
Napanee
Kingston
Brockville
Prescott
Cornwall
Morrisburg
Iroquois
Gananoque
Smiths Falls
Carleton Place
Ottawa
Arnprior
Pembroke
Renfrew
Eganville
Barry's Bay
Deep River
Mattawa
North Bay
Sudbury
Espanola
Little Current
Gore Bay
Manitoulin Island
Sault Ste. Marie
Michipicoten
Port Arthur
Fort William
Nipigon
Longlac
Geraldton
Hearst
Kapuskasing
Cochrane
Timmins
Kirkland Lake
Haileybury
New Liskeard
North Bay
Mattawa
Pembroke
Renfrew
Arnprior
Carleton Place
Smiths Falls
Perth
Brockville

Avenues of Commerce

By FRED M. RENSHAW

Mgr. Buffalo C. of C. Traffic Dept., Pres. Niagara Frontier Industrial Traffic League

◆

At all points on the Frontier, adequate freight and passenger terminals are provided for the handling of passenger and less than carload merchandise.

WHEN one attempts to portray the transportation facilities of the Niagara Frontier Area, it is surprising how much can be said without exhausting the subject. Pages might be written covering each aspect of transportation which goes to make up the complete picture. The Niagara Frontier Area occupies a very strategic position with respect to commercial and industrial development.

Nature has provided a most wonderful avenue of commerce and, at the same time, unexcelled facilities for the development of power — a fundamental in any industrial growth. To this has been added an artificial waterway to the sea, numerous steam and electric lines, and unexcelled highways. The general location of the Niagara Frontier Area permits of a maximum use of both natural and artificial means of transportation.

Moves Commerce of Nations

The concentration here of rail, lake, canal and highway transportation facilities, together with a good supply of labor and plenty of power, forms the basis of industrial and commercial growth of the Area. The availability of so many excellent avenues of transportation, not only for the receipt of raw materials but for the distribution of the manufactured products, no doubt accounts for the diversity of manufacturing within the Area. Of the lines recognized by the U. S. Census Bureau, the Niagara Frontier has 80 per cent. This, in and of itself, makes for a stabilizing of the general welfare of its people. The important location of the various cities within the Niagara Frontier Area, on the boundary of two great nations, is augmented by the natural flow and interchange of commerce between the two countries. Nowhere else in the world is there as great a flow of commerce between two nations as there is here on the Niagara Frontier.

To visualize the importance of transportation to the Niagara Frontier, it must be remembered that there are more than 30,000 persons employed directly by the various transportation agencies. The payrolls exceed $35,000,000 annually, and the assessed valuation is probably $125,000,000. Visualize, if you can, the buying power and source of revenue to the community that is represented by these figures. The transportation agencies and the people of the Niagara Frontier are so closely related that they are dependent one upon the other for prosperity.

Linked by Rail and Bridges

Six bridges link the United States and Canada on the Niagara Frontier, and coupled with unexcelled railroad facilities on both sides of the border, offer added inducements for industrial developments throughout the entire Area. During the year 1928 over 600,000 shipments were made into Canada from this district by rail, while upwards of a million and a quarter shipments travelled by express through the Niagara Frontier. Approximately 75 per cent of the entire express business to and from Canada is handled thru this gateway.

The Niagara Frontier is served by 12 trunk lines and several switching lines, and there are approximately 1500 miles of tracks within the Area. The trunk lines are Buffalo Rochester & Pittsburgh, Delaware Lackawanna & Western, Erie, Canadian National (Grand Trunk), Lehigh Valley, Michigan Central, New York Central, Pennsylvania, Wabash, Pere Marquette, Toronto Hamilton & Buffalo, New York-Chicago & St. Louis. The switching lines are at Buffalo Creek, South Buffalo and Niagara Junction.

Water and Rail Interchange

Within the Niagara Area there are some 25 to 30 freight terminals with a capacity of 150,000 cars. There are at least 150 public steam tracks for the receipt and delivery of carload freight with a capacity of 2,000 cars, and more than 800 industries are equipped with private sidings for the receipt and forwarding of their commodities. At all points in the Frontier adequate freight and passenger terminals are provided for the handling of passenger and less than carload merchandise, Buffalo alone having 14 freight stations with a combined floor space of over 500,000 square feet, and a capacity of 300 cars in and 350 outbound daily. In addition to all of these facilities, for the movement of commodities

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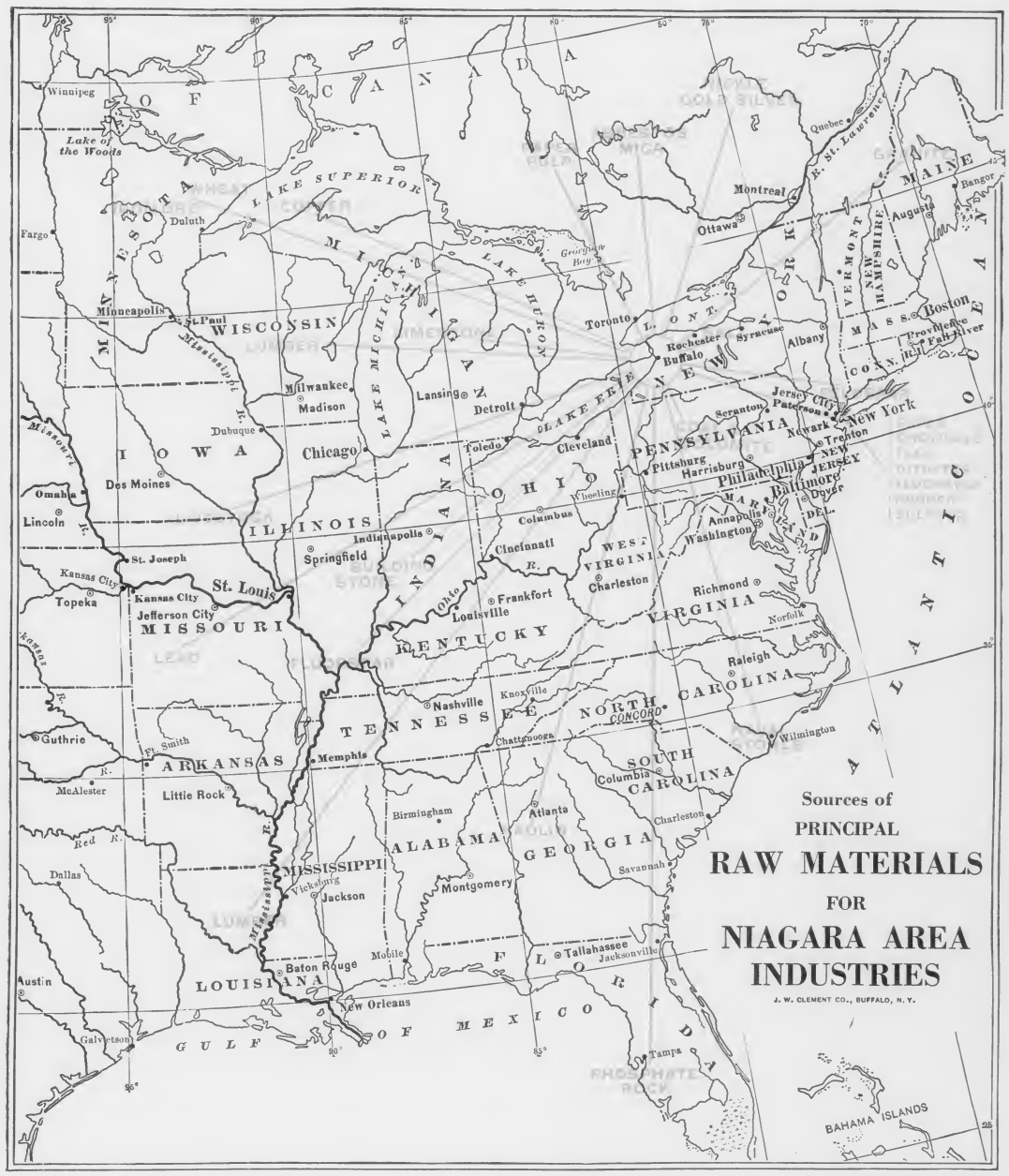
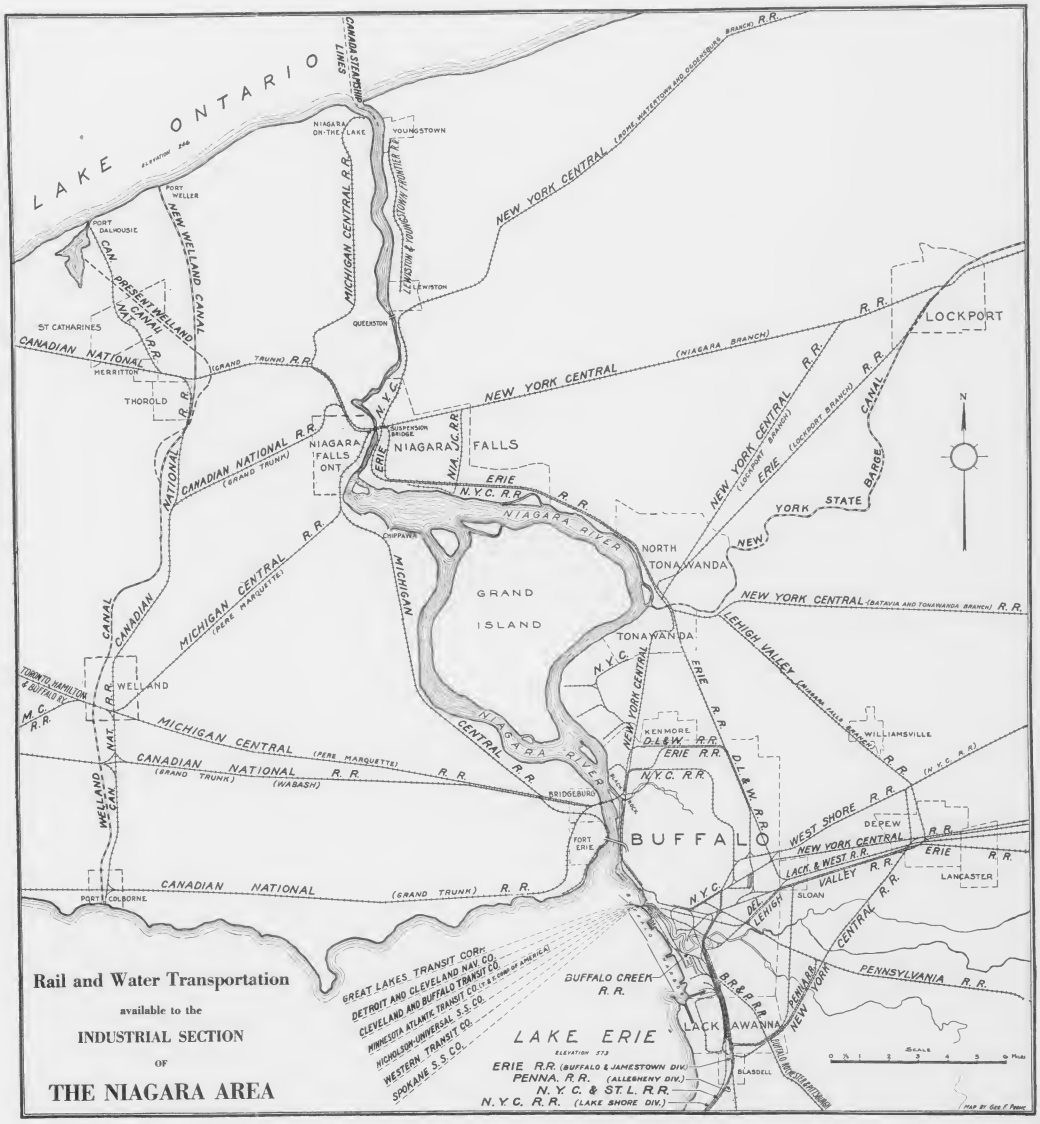


originating at and destined for the Frontier, the railroads have direct connections with lake and barge carriers, permitting the prompt interchange and movement of shipments to, from and thru Buffalo by water.

During the year 1928 Buffalo's lake commerce exceeded 22,000,000 tons, exceeded only by Duluth. Shipments via the Barge Canal amounted to more than 2,000,000 tons, the movement being principally eastbound. The tonnage, both via the lakes and Barge Canal, has substantially increased over previous years. Storage and transfer elevators provide a means for the transfer of grain direct from vessels to barges, railroad cars or other vessels, and have a total capacity of over 41,000,000 bushels. The Erie Basin Terminal of the Barge Canal, with direct rail facilities, together with other pri-



INBOUND COMMODITIES

via Lake	via Barge Canal
AUTOMOBILES	SULPHUR
ORE	LUMBER
LIMESTONE	SALT
COAL	OIL
SAND & GRAVEL	SUGAR
GRAIN	FLAXSEED
CEMENT	FLUORSPAR
PACKAGE FREIGHT	PHOSPATE ROCK
OIL, FUEL	SODA
LUMBER & SHINGLES	

OUTBOUND COMMODITIES

via Lake	via Barge Canal
COAL	GRAIN & GRAIN PRODUCTS
CEMENT	PIG IRON
IRON & STEEL	IRON & STEEL
PACKAGE FREIGHT	CEMENT
SUGAR	FLAXSEED
OIL, FUEL	CHEMICALS
PIG IRON	OIL
AUTOMOBILES	STONE
CHEMICALS	

vate dock facilities, also having direct rail connections, permits of prompt handling of this water borne commerce. The rail tonnage figures and number of cars handled for the entire Niagara Frontier are not available, but for the year ending October 1, 1929, the combined carload and less carload tonnage in and out bound from Buffalo exceeded 20,000,000 tons, and the number of cars loaded and unloaded at Buffalo during the same period was approximately 700,000. Notwithstanding this heavy movement of water borne commerce and rail traffic, to which must be added the thousands of thru cars interchanged daily between the railroads, the shippers of the Niagara Frontier are able to move carload traffic between points in the Area with practically no delay. Shortage of cars for outbound loading and congestion are things of the past.

The new passenger terminal of the New York Central Railroad, with the rearrangement of tracks in the neighborhood of the old station, will provide additional yard facilities, and, in addition to facilitating the handling of passenger traffic in, out, and thru the city, will provide additional facilities for the handling of freight as will also the new New York Central yard in Tonawanda Township.

New Welland Canal to Open

The opening of the new Welland ship canal during 1930 will permit of the movement of the largest lake vessels and will enable the thru movement of shipments from the head of the lakes direct to Prescott, the nationalized Canadian port on the St. Lawrence, opposite Ogdensburg, as well as the movement of large vessels from Buffalo and other Great Lakes ports to the same point. The deepening and widening of this canal, together with the reduction in the number of locks, will greatly facilitate the movement of vessels and materially reduce the time in transit from lake head to Canadian Atlantic ports.

In order to complete the picture, and with respect to the facilities for intra-area operation, attention is called to the fact that there is regularly scheduled motor bus service between all of the important points therein, and there are also numerous motor truck operators whose activities are confined to intra-area merchandise handling. There are over 200 motor busses operating from points in the Niagara Area to points in the same area and beyond. For the handling of merchandise there are approximately 100 trucking lines operating between points in the Niagara Area and from points in the Niagara Area to points beyond.

Inter-Area Transit

THE INTERNATIONAL RAILWAY COMPANY

THE International Railway Company derives the 'international' part of its name from the fact that it serves not only the City of Buffalo, but Niagara Falls on the Canadian side of the Area as well. Between these two points service is also given in Niagara Falls, N. Y., Tonawanda and North Tonawanda. The company serves Lockport, approximately 27 miles distant and to the east of Buffalo reaches Depew and Lancaster.

Forty Miles of Bus Routes

Within the city limits it has approximately 230 miles of track (based on single track mileage) and in its system operates 415 miles of street car trackage and 40 miles of bus routes with 800 trolley cars and 80 buses.

Twenty-six hundred men are on the payroll, which amounts to five million dollars. Forty-six cents of every dollar in this payroll is spent in the Niagara Area.

One Hour to Falls-Lockport

The service to Niagara Falls and Tonawanda is given in modern high speed, electric cars or trains of two or three cars at half hour intervals, both Niagara Falls and Lockport cars proceeding along Main Street from the Terrace near the foot of this street northward for several miles to the Erie railroad tracks just north of Hertel Avenue, picking up and discharging passengers at all regular street car stops along Main Street. It is as easy to go to Niagara Falls or Lockport in these cars as it is to travel within the city limits on local trolleys. The trip in each case is made in one hour.

The company owns the Falls View Bridge connecting Niagara Falls, N. Y. and Niagara Falls, Ontario, at the point closest to the cataract and operates its cars across this bridge. It also owns the bridge which it crosses between Lewiston, N. Y. and the site of Brock's monument at Queenston. Bus lines are also operated by the company between Buffalo and Niagara Falls, N. Y. connecting with buses to St. Catharines, Hamilton and Toronto.

Express from Fruit Belt

Its line from Buffalo to Lockport also extends to Olcott Beach on Lake Ontario and along this route freight express cars are operated to carry fruit from the Niagara county fruit region to the Buffalo market and to Buffalo terminals.

Several other companies operate bus and truck services and inter-area transit is rapid and efficient.

co-ordinated distribution

THE service of the Terminals and Transportation Corporation of America offers a co-ordinated scheme of distribution remarkable for its economy and efficiency.

THE Buffalo warehouse of the Terminals and Transportation Corporation provides a million square feet of dry storage and a million and a half cubic feet of cold storage. It is well situated for reaching various points quickly. Not more than twenty-four hours transit time or second morning delivery from all large cities of the east.

THE McDougall Terminal at Duluth provides half a million square feet of dry storage and a million and a half cubic feet of cold storage. McDougall Terminal is a gateway to and from the west. Merchandise from throughout the world is spotted for distribution in the fast growing northwest.

PLYING between the two warehouses eight months of the year are the ships of the Poker Fleet—Steamers Ace, King, Queen, Jack and Ten—operated by the Minnesota-Atlantic Transit Company. The low lake-and-rail rates save shippers money. The warehouses provide efficient distribution service.

Terminals and Transportation Corporation of America

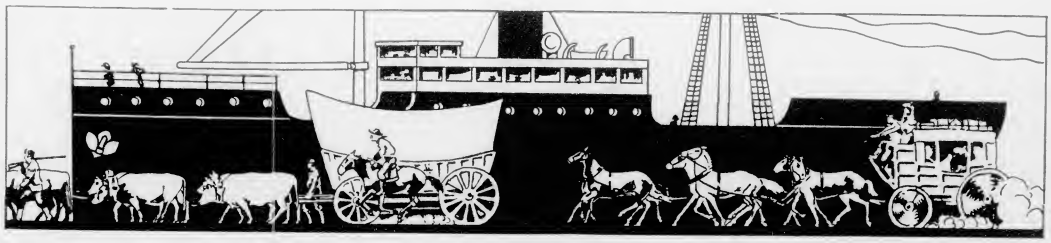
A. MILLER McDOUGALL, *President*

General Offices: 1174 First National Building, Detroit

Buffalo Division
Buffalo, N. Y.
George Liles, Mgr.

T & T
CORPORATION OF AMERICA

McDougall Terminal
Duluth, Minn.
Joe Lenzen, Mgr.



The Welland Canal—Model 1930

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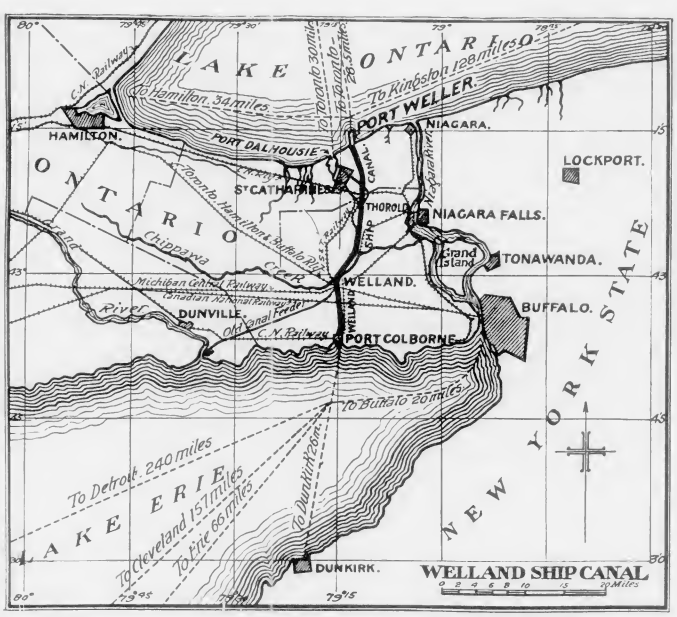
At a cost of $115,000,000, the New Welland Ship Canal will be completed this year. Four times it has been rebuilt, each time to accommodate ships of even greater capacity. It forms the northern boundary of Niagara Area, and is the connecting link between Lakes Erie and Ontario.

GOING west, over a different route from the Overland scout, the covered wagon and the pony express, ships from far ports of the world have long reached inland North American cities more than 2,000 miles from the sea.

Engineering made this possible half a century ago and Wellanders for years have been in the habit of sitting in their water-side park on summer evenings and watching ocean tramps go by. Seamen from foreign lands lean over the taffrails as their ships plow against the current, headed for Buffalo, Cleveland, Chicago, or perhaps Duluth, 2,339 miles from the Straits of Belle Isle in the St. Lawrence.

Soon Wellanders will wave a welcome to the crews of still greater ships, for the work of constructing the New Welland Canal, started in 1913, is now nearly complete.



Engineering Without Precedent

BETWEEN Lake Erie and Lake Ontario there is a difference in level of three hundred and twenty-six feet, straight down the Niagara escarpment. This difference will be overcome by the seven locks, each of which has a lift of forty-six and a half feet. These high lifts are a peculiar feature in the design of the canal, without precedent in actual construction for locks of their size. Through them the larger ocean-going vessels will be raised with ease to the top of the Niagara escarpment

By reducing the number of locks from twenty-six to seven, a ship will be able to traverse the entire canal in

Construction of the new canal is one of the major engineering feats of the world. It has been accomplished at a cost of approximately $115,000,000. The canal is a little more than 25 miles long between its termini at Port Colborne, Lake Erie, and Port Weller, Lake Ontario, and is virtually a straight line — an important point from the standpoint of navigation. It is 310 feet wide at the water line. Its seven locks — 800 feet long, 80 feet wide — will accommodate 30-foot draught ships and its canal, now 25 feet deep, can be changed to a depth of 30 feet when necessary.

SPEED

IN the thunderous fast freight, plunging onward toward distant destinations, we sense the whole spirit of Industry: *Speed!*

In Chisholm-Moore systems, too, we see this same restless spirit at work. But now it is within the plant itself, efficiently moving materials onward, from one stage of manufacture to the next—achieving at the same time valued economies. For the handling of materials is often as much as nine-tenths of the making!

A seasoned C-M engineer is at your service. He will study your handling problems without cost or obligation to you; perhaps he will be able to suggest ways of effecting substantial savings in time and labor. Write today for full information and Bulletin 502, listing the complete C-M line of overhead handling equipment: chain hoists, electric hoists, travelling cranes, trolleys and the Morgan Cupola Charger.

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eight hours, as compared with the fifteen or eighteen hours now required.

High spot in the construction is the guard lock at Humberstone, second largest lock in the world. It is 1,380 feet long between the inner gates and is approached in size only by two locks on the American side of the Sault St. Marie, both of which are 1,350 feet long.

At Thorold are four locks—compact, imposing— three of them twin locks in flight, similar to the Gatun Locks of the Panama Canal. Like steps in a giant stairway the twin locks rise, one immediately above the other, with the fourth lock, a single one, at the top. Each half of the twin locks is eighty feet wide and will work quite independently of the other half, so that when completed, ships will not only be able to sail up and down the side of the mountain, but will be able to pass each other in two steady streams.

Constructing flight locks at Thorold similar to Gatun Locks at Panama.

Canal Crosses River

Notable is the building of a 2,000 foot breakwater at the Port Colborne entrance, extending into Lake Erie from the end of the canal. The breakwater is formed by sinking reinforced concrete cribs on a prepared bottom and covering them with a heavy concrete superstructure. It is further protected by a heavy rock embankment on the southwest side.

Interesting is the engineering feat by which, at Welland, the Welland River passes under the canal and on to the Niagara River. This is accomplished by a syphon system of reinforced concrete tubes, at an estimated cost of more than $3,000,000.

The Welland Canal is one of the principal links in a great system of navigation extending from the Straits of Belle Isle up the St. Lawrence River and through the Great Lakes to Duluth—a distance of 2,339 miles. Previous to the construction of the first canal, all freight had to be transported overland from Queenston on the Niagara River to Chippewa Creek. But with the completion of this early project, ships could go from Port Dalhousie, Lake Ontario, to Port Robinson on Chippewa Creek. At Port Robinson ships descended the creek to the Niagara River, and thence to Lake Erie. The canal had 40 wooden locks, each 110 feet long and 22 feet wide, with 8 feet depth of water on the sills. An extension to Port Colborne was completed in 1833.

Formal opening of Lock No. 3, September, 1929.

Third Canal Opened

In 1841 the Legislature of Upper Canada purchased the canal and decided to enlarge it to 9 feet navigation and to complete the St. Lawrence Canals which were necessary to avoid the rapids between Prescott and Montreal. By increasing the lifts, the forty wooden locks were reduced to twenty-seven, built of cut stone, each 150 feet long, 26½ feet wide with 9 feet depth on the sills.

The third canal, now in use—26¾ miles long, with locks 270 feet long, 45 feet wide, having 14 feet of water on the sills—was opened to traffic in 1887. And the St. Lawrence Canals were opened in 1901 when the Northwestern Steamship Company of

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In the Industrial Labor Center of Buffalo

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LOCATED NEAR LOCAL FREIGHT HOUSES

HANRAHAN INDUSTRIAL PROPERTIES

CLEVELAND 3970

Rail - Lake - Canal - Terminals

LOCATED AT

WAREHOUSES NOS. 1 AND 2
Tifft Terminal
L. V. R. R.
Buffalo Harbor

WAREHOUSE NO. 3
277 Military Road
Erie R. R.

WAREHOUSE NO. 4
Elk & Ohio Streets
D. L. & W. R. R.

WAREHOUSE NO. 5
Ganson St.
Buffalo Harbor
Erie R. R.
Buffalo Creek R. R.

TOTAL STORAGE SPACE 510,000 SQUARE FEET

Buffalo Freight Terminal Warehouse Co.

1504 LIBERTY BANK BLDG.
CLEVELAND 3970

Chicago placed a fleet of four steamers in operation between Chicago and Europe.

The new ship canal follows the course of Ten Mile Creek from its mouth, Port Weller, to Thorold. Thence to Humberstone it continues a practically straight line, coinciding with the present canal in some places. Leaving the present canal just north of Humberstone, the new shipway continues straight into Port Colborne harbor.

Coincident with the opening of the new ship canal the newly nationalized port of Prescott, on the St. Lawrence, becomes the foot of Great Lakes navigation, where a 5,400,000 bushel elevator is being built by the Dominion government. At Kingston the Dominion government is building an elevator of 5,000,000 bushels and at Port Colborne a 2,000,000 bushel elevator.

It is assumed that the direct result of the operation of the ship canal will be the passage of a greater amount of grain grown in the western provinces through Canadian channels for export. Here it may be stated that about 96 per cent of the Canadian wheat crop is grown in the prairie provinces and that over 75 per cent of the entire Canadian wheat crop is exported. Grain will be brought down into Lake Ontario in 600-foot ships and will be trans-shipped at Prescott for transportation through the St. Lawrence outlet to Montreal.

To Aid Grain Export

Grain en route to Montreal that heretofore has been brought to Buffalo in large vessels for transfer at Buffalo elevators into the 14-foot draft Welland Canal type steamers, will, with the opening of the new Welland, go direct to Kingston or Prescott for transfer there for Montreal, instead of to Buffalo, as at present.

This in an elevator transaction. Buffalo's port figures will show a reduction, therefore, in the total amount of grain trans-shipped at Buffalo for Montreal.

MORE PROFITS

FOR THESE MANUFACTURERS

with plants in two countries

IN the Niagara Area, where the international boundary enables industries to operate plants on both sides of the river under one executive head, manufacturers may easily assemble raw materials and may reach promptly the two greatest markets in the world. Here plants may be in two countries yet in one economic unit. Following is a partial list of Area manufacturers who operate plants on both sides of the Niagara. The Area has an ample number of excellent industrial sites for those other manufacturers who would take advantage of its opportunities.

AMERICAN BRANCH Buffalo	CANADIAN BRANCH Bridgeburg-Fort Erie
Arner Co.	Arner Co.
Federal Radio Corporation	Century Telephone Const. Co.
Dr. P. Harold Hayes Co	Dr. P. Harold Hayes Co.
Houde Engineering Co	Houde Engineering Co. *(To be constructed in 1930)*
Jewett Refrigerator Co	Canadian Jewett Refrigerator Co.
Spencer Kellogg & Sons, Inc.	Spencer Kellogg & Sons, Inc. *(To be constructed in 1930)*
King Quality Products	King Quality Products.
Kittinger Co., Inc.	Kittinger Co., Inc. *(To be constructed in 1930)*
Liquid Veneer Co.	Liquid Veneer Co.
Mentholatum Co.	Mentholatum Co.
Pratt & Lambert, Inc.	Pratt & Lambert, Inc.
Rand-Remington Co.	Rand-Remington Co.
Trico Products, Inc.	Trico Products Corp. of Canada
Williams Gold Refining Co.	Williams Gold Refining Co.
World's Dispensary Med. Ass'n.	World's Dispensary Med. Ass'n.

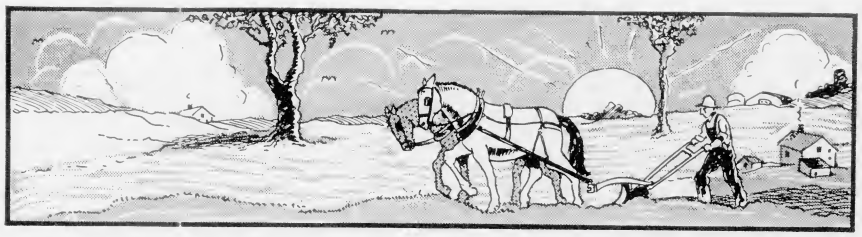
Niagara Falls, N. Y.	Niagara Falls, Ontario
Acheson Graphite Co.	Acheson Graphite Co.
American Cyanamid Co.	American Cyanamid Co.
Beecham Estates and Pills, Ltd.	Beecham Estates and Pills, Ltd.
Bentley, Walter Co.	Bentley, Walter Co.
The Carborundum Co.	Canadian Carborundum Co., Ltd.
Cellu Cotton Products	Kotex Co. of Canada, Ltd.
Kardex-Rand Co.	Kardex-Rand Co., Ltd.
The Niagara Falls Power Company	Canadian Niagara Power Co.
Ramapo Ajax Corporation	Canadian Ramapo Iron Works
Republic Carbon Co	Republic Carbon Co.
William Rogers Mfg. Co.	William Rogers Mfg. Co.
Shredded Wheat Co.	Canadian Shredded Wheat Co., Ltd.
Spirella Co., Inc.	Spirella Co. of Canada, Ltd.

American Branch	Canadian Branch
Electro Metallurgical Co. Niagara Falls. N. Y.	Electro Metallurgical Co. of Canada, Ltd. Welland, Ontario
Union Carbide and Carbon Chemicals Corp. Niagara Falls, N. Y.	Union Carbide Co. of Canada, Ltd. Welland, Ontario
Certain-teed Products Co. Niagara Falls, N. Y.	Beaver Wood Fibre Co., Ltd. Thorold, Ontario
Quaker Oats Co. (Muffets Branch) Lancaster, N. Y.	Muffets Corp. of Canada, Ltd. St. Catharines, Ontario
Exolon Co. Blasdell, N. Y.	Exolon Co. Thorold, Ontario

Off Buffalo Just as the Sun Goes Down

INTENTIONAL SECOND EXPOSURE

Off Buffalo Just as the Sun Goes Down



Agriculture

IS A PIONEER AREA INDUSTRY

In this article figures for the Canadian sections of the Niagara Area are for 1928, those for United States sections are for 1925, the latest available. Canadian statistics are for the entire counties of Lincoln and Welland, although only a little more than half the territory of these counties is in the Niagara Area.

AGRICULTURE, as an industry, is not spectacular. For this reason few people realize its importance. No roaring furnaces give forth its products. No giant smokestacks reach greedily to the sky. And yet the agriculture of Niagara Area is one of its most important businesses, going quietly on its way, supplying thousands with work and providing sustenance for other countless thousands each year.

In Erie County alone there is more than $84,000,000 invested in farms and farm implements. The value of farm lands in the Area is some $92,866,438 and of farm buildings $71,001,314. Implements are valued at $18,375,302 and live stock at $12,950,317. This represents a total investment for the Area of $195,193,371, a tremendous amount.

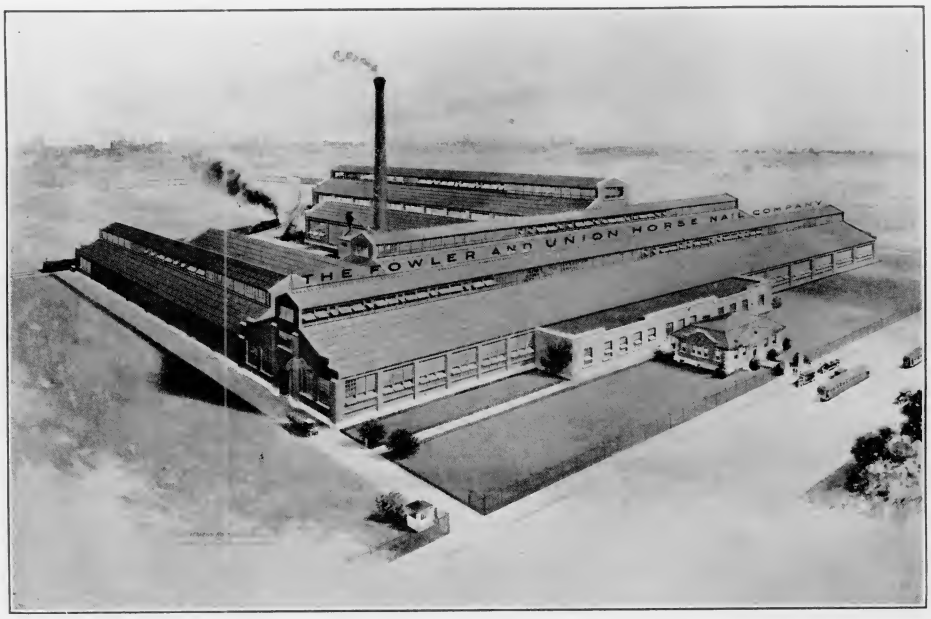
It is hard to calculate how the returns of this industry compare with the payrolls of other industries, because farming is largely a family business. The farmer may be the whole working force, from general manager down.

The farmers of Erie County in 1924 paid out in money wages—that is, in addition to board, house rent, and so forth, furnished their help—about $1,693,045. They purchased over two million dollars worth of feed and a half million dollars worth of fertilizer and lime. They had nearly $8,000,000 worth of machinery and produced nearly $6,000,000 of crops—three and a third million dollars worth of dairy products and over one and a third million dollars worth of poultry products. The value of eggs produced in Erie County, considered merely a side line in farming fifteen years ago, totalled over one and a third million dollars in 1924.

Climate Favors Fruit

Perhaps the greatest single factor influencing farming is climate. Some of the best agricultural territories of Canada and the United States are within the boundaries of Niagara Area and this is undoubtedly because of its excellent weather conditions. The presence of Lake Erie and Lake Ontario greatly modifies the temperature over the area within twelve or fifteen miles of their shores. It takes much more heat to change the temperature of water than to change the temperature of either land or air. Thus the lakes, staying at a more uniform temperature throughout the year, modify the temperature changes from summer to winter in the surrounding territory. This insures a more perfect maturity of fruit twigs and buds and helps delay killing frosts in the fall, making a growing season of approximately 170 days. The influence of Lake Ontario is the principal reason why orchards and vineyards are grown so successfully on the Lake Ontario plain and along the Niagara escarpment. The rainfall of the Area is about 32 inches, half of which comes during the growing season from May to September.

The soil in this district is mainly of two types,—the Clyde series, heavy and deficient in drainage, and the Dunkirk series, as a rule well drained. The Clyde soils include loams and clays which, being heavy, are not well suited to the production of fruit and truck crops. They grow satisfactory crops of hay and grain in most seasons. The Dunkirk series, including clays, loams, sandy loams and gravelly loams, are suitable for the production of fruit, vegetables, truck crops and general farm crops without much need of drainage. The soils along the Niagara escarpment are mostly of the Dunkirk variety



The Largest Manufacturers of Horse Shoe Nails In The World

THE FOWLER & UNION HORSE NAIL CO.

INCORPORATED

BUFFALO, N. Y.

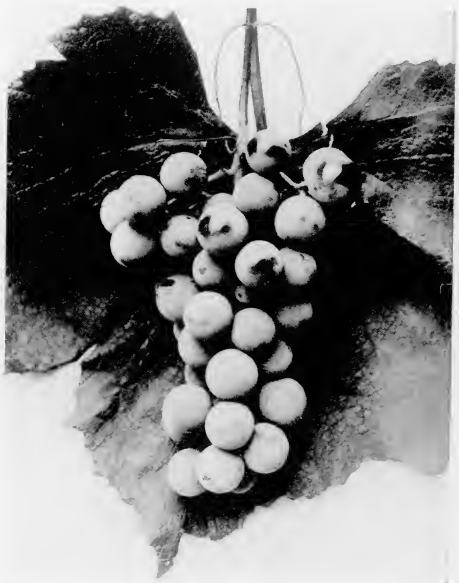
and are very fertile. Much fruit is grown along this slope to good advantage and general farm crops do well.

Good Roads Aid Farms

Improved roads have also had a very definite effect on Area agriculture. In Niagara County, where more than 78% of the total 933 miles of roads are either gravel or hard surfaced, milk production has greatly increased. More milk is produced during the winter months. Cash crops have increased. More fertilizer is used, and more trucks, automobiles and tractors, at a smaller cost for maintenance. Buildings and grounds have been improved and farm property on stone roads has increased in value. Buyers come more readily to the farmer, and he in turn can market his products when he desires. More time is available to work on the farm and to plan work systematically, ordering fertilizer, shipping on definite dates, and the like. And, in addition, the farmer finds that help is easier to keep, mail is delivered more regularly, and doctors, educational facilities and social advantages are all easily within his reach, so that the whole status of his living is considerably raised.

One million, two hundred twenty-two thousand, five hundred and sixty-six acres of land is devoted to farming in Niagara Area. Five hundred twenty-three thousand, two hundred and sixty-eight acres of this is in Erie County, 287,108 in Niagara County and, on the Canadian side, 189,554 in Lincoln County and 222,635 in Welland.

The Area's most important agricultural enterprise is fruit growing. Here is the great Niagara fruit belt, famous the country over for the quantity and quality of its products. A grape belt extends throughout the Area and apples, peaches and other fruits abound, especially in Niagara County on the American side and in Lincoln County on the Canadian side of the river.



Fruit of the Niagara Area vineyards

The Area has a late spring, because of the equalizing influence of the adjacent waters. It is in part this late spring that makes it one of the best and safest fruit growing sections of the country. The danger from killing frost when the fruit trees are in bloom is only slight and in most cases the fruit comes to perfect maturity.

The two Canadian counties in the Area have 18,000 acres planted in orchards. The grape crop of the Canadian Niagara peninsula for 1929 has been estimated at 82,994,000 pounds or approximately 42,000 tons. This is a tremendous increase over the 25,000 tons yearly average which has been grown in that section prior to 1929. More than 95% of this yearly crop is used in the wineries around Niagara Falls and St. Catharines, whose capacity is over 6,000,000 gallons. The sale of Ontario wines, since liquor control in Ontario, has increased 250 percent.

On the American side, Erie County harvests about 300,000 bushels of apples each year, and Niagara County nearly 2,500,000. This is the largest apple crop of any New York State county. Niagara County's total yearly fruit yield is 2,500,000 bushels of apples, 804,553 bushels of peaches, 604,260 of pears, 304,972 of plums and prunes, and 1,410,975 of grapes. Erie County adds to this 300,000 bushels of apples and 1200 bushels of peaches, as well as other fruits.

Niagara County alone produces each year 1,500,000 tons of fine Concord grapes

Erie County Leads

These figures, from the United States Census of 1925, the latest figures available, are interesting. In that year, Erie County had a total of

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7,899 farms, with a farm population of 33,527, more than any other county in the state. It had 1,263 tractors and approximately $7,761,425 invested in farm implements of all kinds. Farm buildings were valued at $31,710,989. Its live stock consisted of 36,392 dairy cows, 14,172 hogs and 567,670 chickens. Two million, two hundred and ninety-two thousand, four hundred and fifty-two dollars were spent for feed. Its principal products consisted of $3,319,639 worth of dairy products, 300,000 bushels of apples, 2,662,849 bushels of potatoes, 2,663 acres of vegetables for commercial purposes and 130,174 acres of hay. This county was first in the state in value of farm buildings and implements, and in number of hogs and chickens, as well as in farms and farm population.

In Niagara County there were 4,303 farms with a population of 18,229. There were 1,807 tractors in use and a total value of farm implements amounting to $5,430,735. Farm buildings were estimated at $21,955,545. Live stock consisted of 13,308 dairy cows, 8,404 hogs and 335,573 chickens. Five hundred and forty-seven thousand, seven hundred and sixty-five dollars were spent for feed, and dairy products amounted to $1,283,561. The main products listed were 2,500,000 bushels of apples, 452,247 bushels of potatoes, 5,190 acres of vegetables for commercial purposes and 68,734 acres of hay. The county was first in the state that year in number of tractors used on farms.

Niagara Area peaches are among the world's finest

and in production of apples.

In 1928 Lincoln County had $16,625,520 invested in farm land; $8,863,967 in buildings; $2,541,141 in implements; and $2,156,019 in live stock, a total farm investment of $30,186,567. Welland County had $13,891,854 invested in land; $8,470,893 in buildings; $2,642,001 in implements; and $2,386,757 in live stock, a total of $27,391,505. These figures are complete for the two counties. Niagara Area takes in a little more than half of their area.

Apple blossom time in the Niagara Fruit Belt

Refrigerator cars take the fruit of Niagara to the great centers of population

It is said that New York State has greater diversity in its agriculture and is a leader in the production of more individual crops than any other state in the country. The purchasing power of the average New York State farm income has been as much as 33% above the average for the country as a whole since 1920.

In spite of many things that have been said in the past, the farm problem still remains a live issue in the country. Perhaps this brief summary of Niagara Area's agriculture will serve to present more clearly to its people and to those outside one of its greatest, most interesting and most vital industries.

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The King Factory is located here in Buffalo, and covers 8½ acres, where King Radio Receivers and radio chasses are built by master hands.

KING MANUFACTURING CORP.

BUFFALO, N. Y.

Area Homes Push Outward

TO THE BREATHING ZONES

◆

THE Niagara Area, nurtured by flourishing and expanding industry, is rapidly developing into a region of homes. Industry, galvanized into expansion of unestimated possibilities by that pregnant source of electric energy that lies in the mad rush of the river, has already spread itself over the face of the Area, forming the skeleton of a residential development that has only just begun.

The growth of the Area has therefore become two-fold, with industry on one hand forging ahead to utilize the almost unrivaled power resources of river, and the homebuilder, on the other hand, following in the wake of industry to take advantage of the rich natural scenery of the section.

Industry, fortunately, has neither devastated nor tampered with the natural beauty of the Niagara Area, except in a few instances. The virgin beauty of the lakeshores, except that which naturally fell to industry around Buffalo and other ports, still beckons the city-weary homeseeker.

City to Suburbs Move

This incipient home development in the Niagara Area comes at a time when the great rush to the city has been stalemated by the rush of the city-dweller to the suburbs and to the country. The push is outward rather than inward. Deconcentration, urged by planners as a relief for congestion, has come about by the sheer pressure of congestion and traffic. The suburban towns and villages, as well as the villages lying beyond the confines of the suburban area, are already beginning to stir with growing pains as a result of the exodus from the city.

Whatever the city suffers by the loss of population, and it is doubtful that in the long run any city can lose by a drift of population that eases congestion, is more than repaid to the Area as a whole in a higher class of residential development, an increase in recreational facilities, and a closer attention to the all-important factor of planning this development.

Area villages are beginning to stir with growing pains

Reckoned in terms of its potentialities, the tapping of the Niagara River for its electric power has been comparatively recent. This development has served more than anything else to weld together the parts of the Niagara Area separated only by an imaginary boundary line in the river that has done so much to make the region at once famous and wealthy.

The five bridges, one a railroad structure, that span the river attest the fusion of interests of the two main parts of this Area. The Peace Bridge across the Niagara, where the current quickens in its rush to the falls, stands as much for the interdependence and allied interests of the people of the Niagara Area as it does for the century of peace between two nations. More than ten millions pass to and from Canada during the course of a year over the Peace Bridge, the Upper and Lower bridges at Niagara Falls, Lewiston bridge, the Black Rock railroad bridge, the Fort Erie ferry and on the summer boats that ply between Buffalo and the Canadian shore. Even these facilities are far from adequate to supply the demand for quick, convenient access from one part of the Area to the other.

Canadian Side Growing

The Peace Bridge, however, is the harbinger of greater accessibility. Other spans must be built as development of homes progresses on the Canadian side. During the short period that the Peace Bridge has been completed, that development

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Vice-President and Secretary

has been going on apace. Land prices have been increased at Fort Erie and Bridgeburg, heralding a growth there that can be measured only by conjecture.

If the spanning of the Niagara River with traffic ways is one factor in the residential development of the Area, the building of good roads is another. There are excellent systems of highways on both sides of the Niagara River. These systems linked by the bridges across the river have made it possible for many to live on one side of the river and work on the other side with a minimum of inconvenience. They have also made it possible for the man who works in the city to reach his home in the suburbs or in sections beyond the suburbs with comparative ease. Erie county with its Greater Motorways system is in the front rank of progress.

Village Trend Residential

A cursory examination of the Niagara Area shows that in the last decade the smaller cities and villages in the region not given over to intensive manufacturing, have tended more and more toward residential centers. This is true especially around Buffalo. Kenmore is an outstanding example of suburban growth. The population has more than tripled in four or five years. The traffic arteries leading into the village are heavily traversed during the late afternoon with workers from Buffalo returning to their homes.

Hamburg, twelve miles from Buffalo, has drawn a class of city workers who want a home away from the madding crowd. East Aurora, three miles farther away from Buffalo, also has its share of residents who work in the city. Lancaster, situated ten miles east of Buffalo, is also becoming a residential village. It draws its population also from the flourishing manufacturing village of Depew. Williamsville, at the northeastern gateway of the city, and the section surrounding it, stand on the verge of a residential development. To the north the town of Tonawanda is welcoming the invasion of the home-seeker from Buffalo and from the Tonawandas which enrich the township with their industrial life.

It is the boast of Niagara Falls, N. Y. that it is the fastest growing city in the State of New York. It is not only an industrial city but a city of residences.

Lockport, 25 miles removed from Buffalo and 21 miles from Niagara Falls, situated in the midst of the fruit region, has shown a persistent growth during the past quarter of a century and is within the area that lures the home-seeker from the larger city. Lewiston to the north, with Queenston across the river, lying also in the rich fruit belt, offer further opportunities for homes.

Homes Seek Park Area

The Tonawandas have 15 miles of Niagara River front in addition to the banks of Ellicott Creek, which afford a parkway site. The lure of water sport facilities is added to the natural advantages for home building.

With the opening of the Peace Bridge, the villages of Fort Erie and Bridgeburg immediately became the scenes of potential residential development. This development is already under way.

Area Population Grows

Home-building on the Canadian side has kept pace with the development on the American side. The city of Welland, situated on the main artery of the new Welland Ship Canal, has a population of more than 10,000.

St. Catharines is another example of the development going on outside of city limits. The city is one of a group of cities within an easy radius and linked to St. Catharines by street car and bus lines as well as traffic arteries. About 26,000 persons live in the city itself. The population of Thorold has doubled itself every few years since 1901. Its population in 1926 was 6,000. Niagara-on-the-Lake had a population of 1,357 in 1921 as compared with 1,600 in 1926. The summer population is 3,000. Merritton has a population of more than 2,500.

The continuous and prosperous growth of the Area is evidenced in population increases in almost all of the principal cities and villages. Port Colborne had a population of 3,415 in 1921 which is now close to 5,000. The population of Fonthill increased from 500 in 1921 to 723 in 1925. Niagara Falls, Ont., stands higher in the manufacturing scale than in the population scale, but its population in 1927 had risen to 19,013.

Regional Plan Needed

The Niagara Area is blessed with a temperate climate that adds much to the other natural advantages of the region. The summers are cool and there are few rainy days and that means that the Area gets more sunshine than many other sections of the continent. When all the assets of the Area, natural beauty, prosperous industry, geographic position, and climate are bulked together, they foreshadow a future development of no mean proportions.

The pleasure and happiness that will accrue to the people of the Area, as far as living and living conditions are concerned will depend in no small way on the planning of the Area as a whole. The steps that have been taken in this direction are praiseworthy and important, but nothing can assure the success of planning and the fullest utilization of the natural advantages of the region, as much as a concerted, Area-wide realization of the importance of planning the region as a unit and the fullest co-operation of every community that attracts the home-builder.

Modern highways aid residential development.

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PARK LANE
STATLER
TOURAINE
WESTBROOK

BUFFALO
HOTEL ASSOCIATION
BUFFALO, N. Y.

The Niagara Area is Rich

IN CULTURAL OPPORTUNITIES

◆

Keen-thinking, far-seeing men, who desire for their children broad cultural opportunities, will find the Niagara Area equipped to compete with the best.

RICH as is the Niagara Area in industry, commerce and agriculture, it is perhaps even more generously endowed with those things, tangible and intangible, that bring to its people the opportunity of living full and useful lives. From a heritage based on the courageous beauty of pioneer life have come high traditions of learning and culture. And from these traditions, or because of them, there have risen in the Area educational and cultural institutions that are among the finest in the country.

In Buffalo alone there are 170 grade schools, housed in modern buildings, with equipment equal to many institutions of higher education. Lockport, a few miles away, has 8 grade schools, with 3 more under construction. This city also has 2 private schools, 4 parochial schools, and a Roman Catholic Academy. The Tonawandas have splendid public and high schools. In Niagara Falls, New York, and in those communities on the Canadian side of the river, the elementary schools rank favorably with those of much larger cities. Niagara Falls, Ontario, has 7 public schools, a Roman Catholic school and a vocational school which offers both technical and business courses.

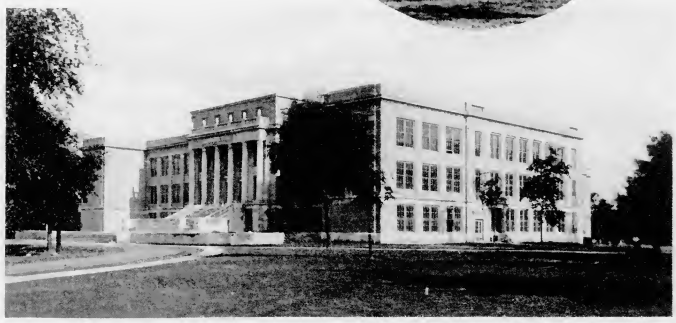
Buffalo high schools are known the country over as being above the average, scholastically and in cultural standards. There are 10 of these, in which the student may receive training for any college course, or for business. Lockport follows with 4 high schools, and there are also high schools in Niagara Falls, Tonawanda and North Tonawanda.

The Canadian shore has one high school at Niagara-on-the-Lake, one at Niagara Falls, Ontario, one at Thorold, Grimsby, Welland, Bridgeburg, Port Colborne and Stamford. These schools are all modern in teaching

Above: Prince of Wales School, Thorold, Ont.

Center: Administration Building, University of Buffalo.

Below: Senior High School, Niagara Falls, N. Y.



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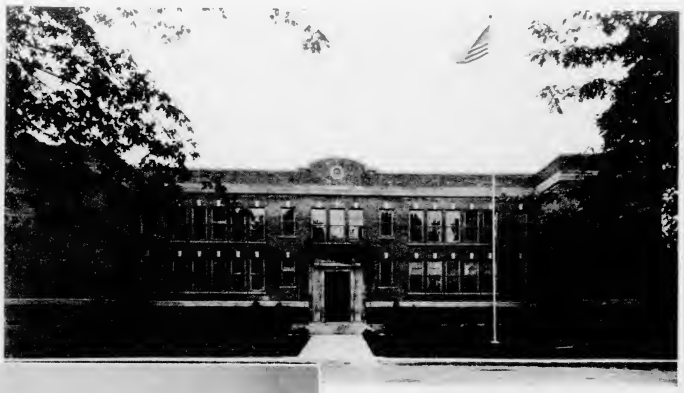
methods, equipment and discipline.

In Niagara Falls, Ontario, there are also a collegiate institute, several business colleges and the Loretto Academy, a girl's school specializing in the teaching of music and other classical arts. In the same class is the collegiate and technical school at St. Catharines. This school has a large registration and is noted for its proficiency.

Throughout the Area special attention is given to vocational training, particularly for young men.



Clinton St. High School, Lockport, N. Y.

Canisius College, Buffalo, N. Y.

Specialization is the keynote of these institutions and we find that in Buffalo's four vocational schools alone more than fifty different trades are taught. The great diversity of industry in the district gives these schools constant encouragement to branch out into new fields of training.

Closely allied to the vocational schools are the courses in night school study offered throughout the Area. Buffalo's night school system is unique and comparable to the day school system in its organization and scope. A faculty of 900 teaches more than 200 subjects, and there is an annual registration of some 27,000, an average of one out of every ten adults in the city.

Bennett High School, Buffalo, N. Y.

Hamburg High School, Hamburg, N. Y.

Of interest to the parent who is financially able to send his children to a private school is the number of these institutions in Buffalo and vicinity and the advantages found in their curriculum. In Buffalo, the Nichols School for boys builds and shapes boys to be the future leaders in their communities. Instruction is provided in all branches of study and the school is also equipped with apparatus for every athletic sport. Nichols specializes in preparing students for college work and is rated

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among the best schools of its kind in the country.

Occupying a similar position, the Buffalo Seminary is prominent among private schools for girls. Here is found exceptional training in the classical arts. Similar training for younger students is found in the Park School, an institution for both boys and girls, and in the country near Niagara Falls is the DeVeaux Military Academy, an up-to-date training school for boys.

In the field of higher education, the fact stands out that Buffalo is far above the average, having three colleges and a university within its boundaries. Among the smaller colleges of the United States, Canisius is recognized as a progressive institution which prescribes a solid training in philosophy for every student, regardless of the nature of his chosen course. A unity of purpose is thus found beneath all the maze of courses, from Philosophy to Religion,

Nichols School, Buffalo, N. Y.

Albright Art Gallery, Delaware Park.

Buffalo Historical Building
Delaware Park.

Buffalo Museum of Natural
Science, Humboldt Park.

Modern Languages to Ancient Classics, Mathematics to Natural Sciences, and from Mechanical Drawing to Fine Arts.

For those who would become the pedagogues of the future, the State Teachers College in Buffalo fits every demand for efficient teachers. Year after year the school has increased in popularity until, at the present time, over two hundred students must be refused admission annually. A new building is now in the course of construction, which will cost approximately one million five hundred thousand dollars and will be able to accommodate this increased registration.

Buffalo also has a college for young women, D'Youville, which has the power of conferring all such degrees and diplomas as any other college in the United States. Housed in buildings which are throughly modern, the school is surrounded by open parks and beautiful scenery.

With all the buildings mentioned in the foregoing paragraphs, the Ni-

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agara Frontier is the proud possessor of an active, growing university. The University of Buffalo is probably the oldest cultural agency in the city and the only one which offers training in all of the principal professions as well as a general course in the liberal arts. The university now consists of eight divisions; the College of Arts and Sciences, the College of Pharmacy, the School of Medicine, the School of Dentistry, the School of Law, the School of Business Administration, the Evening Session and the Summer Session. The university has an annual registration of more than 4,000.

Perhaps the most conspicuous and generally useful service it renders to the community is the group of activities carried on by the Evening Session. This division offers to those employed during the daytime an opportunity to acquire the same education as that which is given to regular students and has proven a tremendous asset to the community at large.

Standing on the highest point of Mount Eagle Ridge, on the outskirts of Niagara Falls, is another university, rich in tradition — Niagara University. The entrance requirements are very high and for that reason the standard of its students is also high. The undergraduate department of the university consists of the College of Arts and Sciences, the College of Business Administration, the Pre-Medical Course, the Pre-Dental Course, the Pre-Law Course, the Course in Music and the Course in Journalism.

Located on one of the most beautiful sites of any gallery in America, the Albright Art Gallery overlooks Delaware Park Lake. It is a veritable work of art in itself, having been inspired by the eastern front of the Erectheum at Athens, and is the home of almost two million dollars in art treasures.

Monument to Progress

Buffalo can justly be proud of its Museum of Science. Since museums of this sort are not common, the whole Niagara Area profits by the fact that such an institution is located within its environs. The Museum is a place of instruction, of research, or finding of knowledge, and exhibition, which passes that knowledge on to the public. Embodying both classical and modern architecture, the building stands as a lasting monument to Buffalo's progressive spirit in this field. There are ten main exhibit rooms, each illustrating a chapter in the book of science.

The Buffalo Historical Building holds another excellent museum containing countless relics of Niagara Area history and a library perpetuating the early life of Buffalo and the Niagara Frontier.

Surely, comparing this imposing list of cultural possibilities with those of any similar area, one cannot help but feel that the Niagara Area is equipped to compete with the best. It is a list which will appeal to the keen-thinking, far-seeing man who wishes to bring up his children where they will have the best opportunities that modern education can give. And it is a list that will not be static, but will grow as educational standards grow, keeping in the forefront of Niagara Area progress.

Erie County's Four Parks

◆

Erie County Parks afford a refuge for birds and game. The paths and drives conform to no formal geometric design.

PROMINENT among the facilities for healthful and happy living offered residents of Erie County is the system of outlying parks established by the Erie County Park Commission. These twelve hundred acres of forest and meadow, height and ravine, placid waters and hurrying streams, are made accessible by the automobile and Erie County's excellent system of roads. Last year their accredited attendance was 2,485,000.

There are four of these parks. Chestnut Ridge Park, with 400 acres, is the largest. This is about 18 miles southwest of Buffalo at an elevation of 1,200 feet. Its forest areas are magnificent and will be perpetuated by the protection of natural growths and by plantations. Natural beauties are enhanced by the thorough policing of the grounds, and the construction of shelters, ovens, athletic fields and playgrounds adds to the convenience of the park.

Emery Park, on the west bank of Cazenovia Creek at South Wales, is twenty-two miles from Buffalo. The site includes 248 acres of woodland and meadow, mostly on a nearly level plateau. Its development is similar to that of Chestnut Ridge.

Como Park, ten miles away, is one of the most popular of the parks because of its rural beauty almost in the midst of fully developed areas. A distinguishing feature is a lake of six acres and a mile of placid streams available for boating in summer and skating in winter. Its area is 203 acres.

Ellicott Creek Park, 40 acres on the north bank of the creek west of Niagara Falls Boulevard and only six miles from Buffalo, is the smallest of the parks but is popular as a picnic ground.

All of these parks are refuges for game and birds, a condition the fowl were quick to recognize. They are unlike formal city parks, and their paths and drives conform to no formal geometric design. Administration features are unobtrusive and every varying bit of landscape is utilized to the greatest possible advantage for all of the many thousands who make daily use of their facilities.

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The Peace Bridge

SYMBOL OF INTERNATIONAL FRIENDSHIP

FAMOUS in the modern history of the Niagara Area is that symbol of friendship, the Peace Bridge, which links the American and Canadian cities of Buffalo, Fort Erie and Bridgeburg into a great international community. Named in commemoration of a century of peace between the two peoples, this beautiful structure can easily become the way to a better understanding and the building up of the peninsula towards the ideal of a great and prosperous community.

On the Canadian side, its terminal is on the ground over which was fought the battle of Fort Erie, the last conflict waged between England and the United States along the Niagara Frontier in the War of 1812. On the American side, the terminal is on the land once occupied by the buildings of Fort Porter in Buffalo.

This is the only vehicular bridge between Niagara Falls and Duluth.

No pure type of bridge could be designed to meet all the physical requirements. The approaches on either side are of girder construction with a 360-foot span across the canal. The river proper, 1,900 feet in width, is spanned by five steel arches, diminishing in length from the American to the Canadian side as the grade descends, in order to give the proper proportion and perspective to the bridge. The entire superstructure is of steel. The driveway is of granite block, the sidewalks and balustrades of concrete. Adequate terminals with customs and immigration facilities are provided at either end of the bridge.

Over a century ago, at Fort Erie on the Canadian shore, where Lake Erie pours into the Niagara River, was fought one of the bloodiest battles of that most unique war in history, the War of 1812-14. Just across the river from Fort Erie loomed the grim walls and glowering guns of Fort Porter. That was the last time the guns spoke in anger. Ever since, the two peoples have lived peacefully side by side, with over three thousand miles of unprotected border between them, adjusting their differences through commissions, or by arbitration. And now, the walls of the old forts are crumbled to dust, and from the site of each a beautiful ribbon of concrete and steel sweeps out over the mighty Niagara — the Peace Bridge. It is well named.

Lancaster Park is noted for its winter sports

Emery Park is one of several Erie County parks

Ellicott Creek Park has an appealing beauty

Delaware Park at Buffalo includes one of the finest 18-hole municipal golf courses in America

Lookout Point Golf Club at Fonthill is internationally famous

Polo at the Buffalo Country Club is always exciting

INTENTIONAL SECOND EXPOSURE

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On the Niagara with all sails set

Lockport Country Club

Niagara Falls Country Club commands a wonderful view of the fruit belt

Where We Play

Meadowbrook Golf and Country Club is at Clarence

Crystal Beach is an international playground

The Park Club of Buffalo

INTENTIONAL SECOND EXPOSURE

On the Niagara with all sails set

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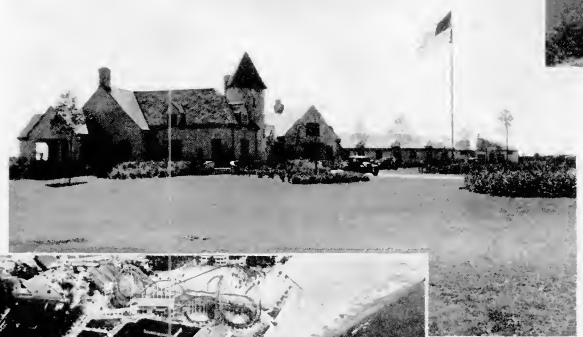
Niagara Falls Country Club commands a wonderful view of the fruit belt



Where We Play

Meadowbrook Golf and Country Club is at Clarence

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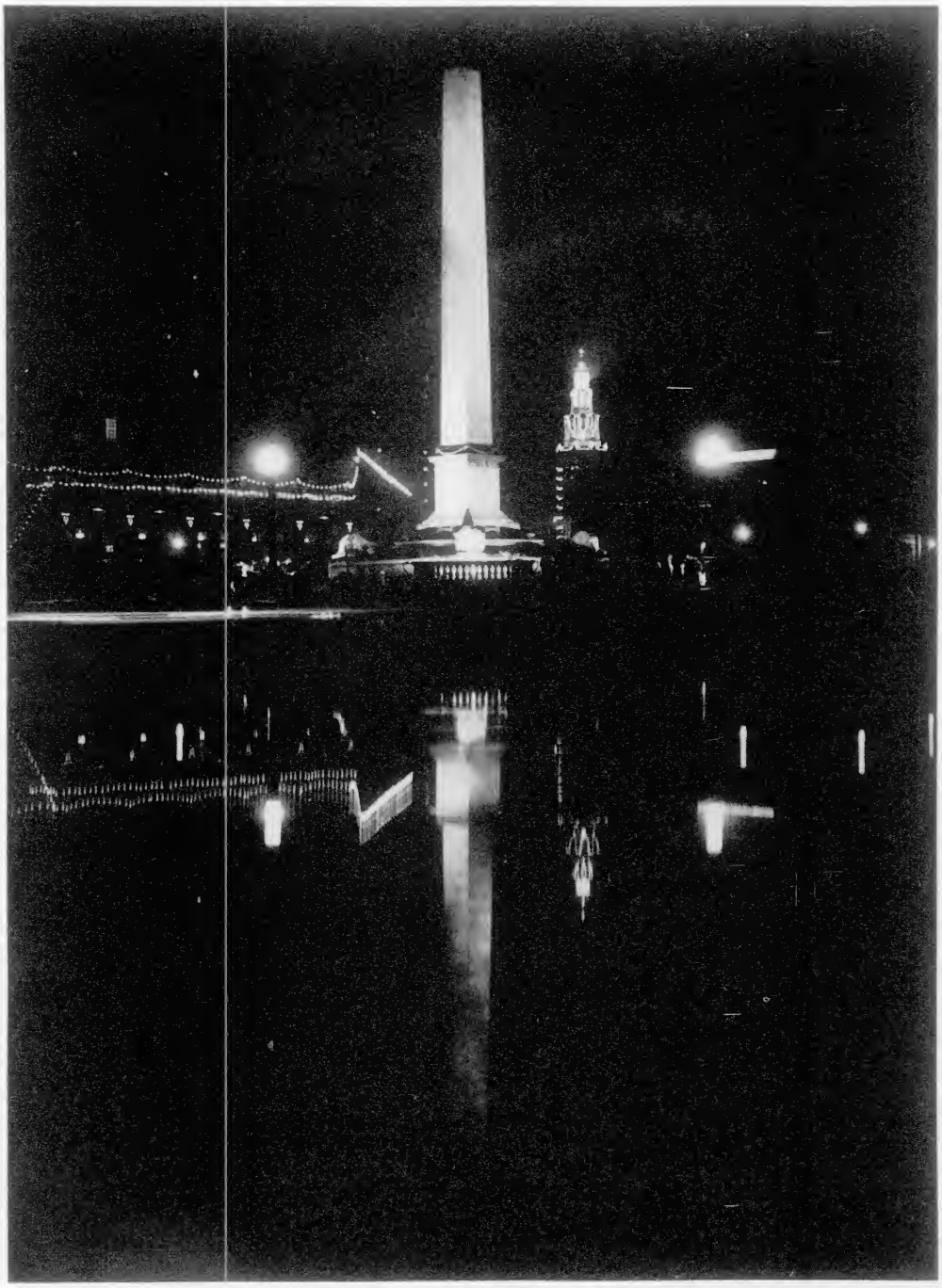
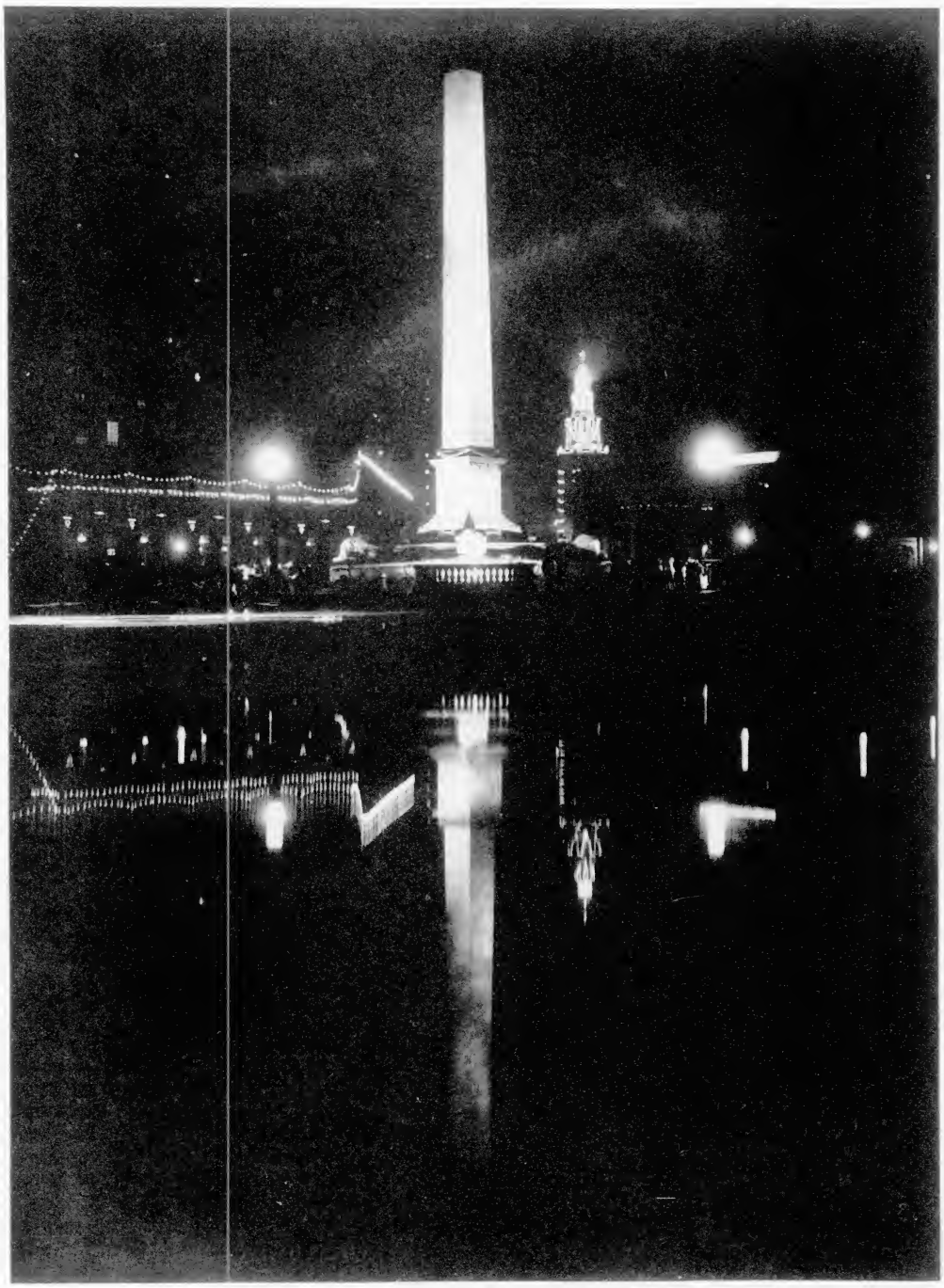


Lights and Shadows — Buffalo's Monument to McKinley

INTENTIONAL SECOND EXPOSURE



Lights and Shadows — Buffalo's Monument to McKinley

Landmarks tell the Gripping Story of the Beginning of Niagara Area

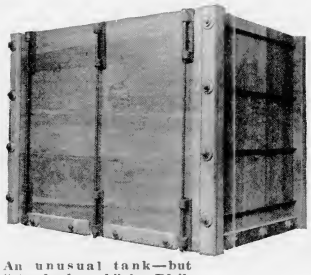
By LOUIS BLAKE DUFF

◆

Father Hennepin's visit to Niagara inaugurated the world's largest pilgrimage. Each year more than two million tourists from all corners of the earth follow his footsteps to this international area where man's mightiest industrial achievements, great as they are here, pale into insignificance beside nature's masterpiece, Niagara Falls.

THIS principality which has been named the Niagara Area, embracing roughly fifteen hundred square miles, fronting on the blue water highway from the heart of the continent to the sea, bisected by one of the noblest rivers in the New World, lies half in the Republic and half in the Dominion. The core of it is Niagara Falls. Here comes the tourist, not only from all corners of the lands that touch this frontier, but from all corners of the lands that lie over the seas.

Hennepin, the first tourist, inaugurated an era. It now spans two and a half centuries. "I wished an hundred times," so he wrote in his memoirs, "that somebody had been with us, who could have described the wonders of this prodigious, frightful Fall." It was in the hand of the future that whole battalions of writing men and women were to attempt this very thing — his countrymen Tonti and de Liancourt, the gentle Mrs. Jameson and the acid Mrs. Trollope, William Dean Howells and Mark Twain, Dickens and Tyrone Power the elder. To catalogue them all would be to take census of the writing and singing strength of civilization in



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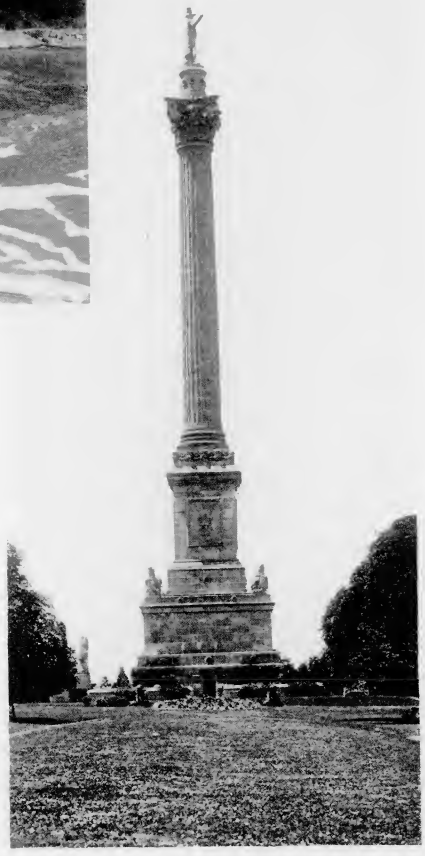
The Upper Steel Arch Bridge at Niagara Falls is one of the world's most famous structures.

The 185-foot monument to General Brock rises from the Heights of Queenston.



the past two hundred years. Such a chronicle belongs to history.

But the job Hennepin sighed for has never been done to this day. The essence of Main Street has been squeezed out and bottled, and the essence of English moors and Kansas fields; even the seas and the pampas have been distilled in ink — but Niagara, river and islands, rapids and falls, gorge and whirlpool, has always escaped capture by the pen.

Rich Geology Field

The Franciscan friar could not have forseen that Niagara was to do very well without an interpreter, nor that in his journey to the Falls he was heading the largest pilgrimage the world was ever to know. What come these people to see?

In answer to that question the cataract and its natural environs may speak for themselves. I shall do the speaking for one of those externals about which, I think, the tourist wants to hear. One of those externals! For this tourist is really something more than a hydra-headed monster. He has an interrogation in each head and many of them exceedingly direct and practical.

There are interests, too, quite special as well as practical. For instance, the Niagara River has a flora all its own, and a curious, freakish geology that has brought lenses and pick axes from the farthest flung lairs of science. A few days ago I met a Danish and a Swiss engineer who had come to learn how America puts harness on power. On a summer day one sees the artists transferring molten water and wooded islands to canvas. In a past year diplomats from the Argentine, Brazil and Chile chose this as the scene for the building of a treaty. The Falls drew Blondin for quite another reason—he wanted a place to walk. Webb wanted a place to swim, a last swim! Day, now also dead, hastened from Rochester for the brave purpose of pushing his wife over a cliff. Obviously one cannot include a treatise on botany or geology, describe electrical wonders, or list friendly cliffs in the limits of a short article. So the special interests must look elsewhere for guides.

French Left First Footprints

One writes for the average tourist who is both intelligent and curious. It is impossible that he is unfamiliar with the historic background of this frontier. Certainly it is impossible to write about the Area without reference to that background, rich in its record of men and events, and occupying its own place in the larger canvas that tells the story of two nations and of a great empire.

The river lay, indeed, in the very path of history. Priests and adventurers, sailors and traders, soldiers and settlers simply had to pass its shores. It was, in a way, a strait of Dover leading to all sorts of North Seas, a bottle-neck through which poured the first heralds of civiliza-

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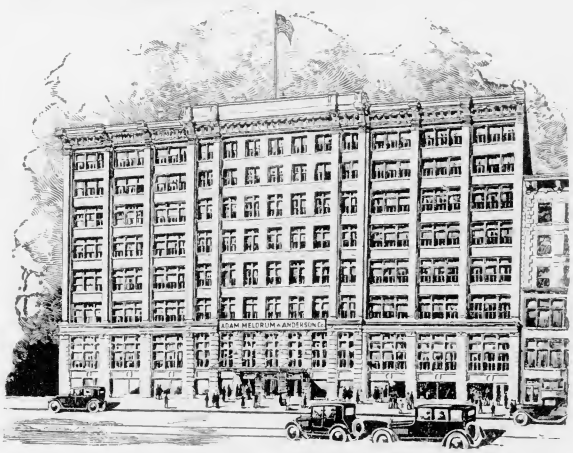

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tion, then the war armies, and now, for a century and sixteen years, the peace armies and the wares of peace. The French left the first footprints; the English the second; and then came the war of 1812-14 to give historic interest and significance to scores of scenes and sites.

Western Furs Drew LaSalle

If LaSalle had not been a restless man he would never have seen the Niagara River or have turned the first page of our history. But he was restless; he came. His coming is commemorated in the town on the river bank that took his name. He was only twenty-three when Canada drew him. Ten years before his Niagara exploit he had set out with Dollier de Casson and Gallinée upon the first of those explorations toward the west and south for which he was to become famous and that were, at last, to take the life of him. His unwearying feet trod far-separated spots on the landscape of this continent. The Sulpicians granted him the seignory of Lachine. He was first commandant of Fort Frontenac (Cataraqui, now Kingston, Ontario) which he built, first to explore the Ohio, first to descend the Mississippi to its mouth, the first ship-builder in the Upper Lake region and his the first ship to plow those waters.

Thrift vied with restlessness in his busy brain. He longed to tap the fur stores of the west. A vessel was needed. Men were sent from Fort Frontenac to lay the keel at a point above Niagara Falls. The mouth of Cayuga Creek was chosen and there LaSalle arrived on the 30th July, 1679, to inspect the completed ship in its little shipyard. He found *Le Griffon* launched and ready for her maiden voyage. She was towed out into the river and moored at the head of an island which he named Squaw Island. On the 7th of August with LaSalle and Hennepin on board and a crew of thirty men, a fair breeze caught her and she was off for Michilimackinac. There, months later, with a cargo of furs, she sailed for home again, and in the same hour sailed out of the ken of mortal men. That was the last of her, and never a spar nor plank was found to light the story of her doom.

This monument to Laura Secord, heroine of the War of 1812, stands at Queenston Heights.

She was inconsiderable as a craft could well be; her life was brief and she never earned a franc, but it was her destiny to mark out a lone, though mighty furrow in the inland seas. In that furrow her little sixty tons has been followed since by many billion tons. She tapped a solitary fur cache; the argosies of our day, her lineal descendants, tap the commerce of a thousand ports and inland cities, empty and feed their markets, fill their factories, mills and furnaces. But *Le Griffon* was first—the *Pinta* of these blue Atlantics that roll from the heart of a continent to the true deep sea.

1759 Opened English Era

A boulder on the bank of the Niagara at La Salle marks and commemorates the spot where the pioneer ship was built. It is first in interest among the monuments of the area. Simple enough it is, but the historian sees it bound by great and imposing links to the France of Louis XIV; to great names like those of Frontenac and LaSalle, Tonti and Hennepin; to far scenes like Old Quebec and the mouth of the Mississippi.

The man of affairs sees it bound by other links to the modern network of transportation routes by land and water, to a commerce that is the life-blood of two nations, and to cities and towns, really conceived in 1679, thriving today on the fruition of the idea *Le Griffon* carried as her first cargo from the wilderness of Niagara to the wilderness of Michilimackinac.

Commodore Oliver Hazard Perry is immortalized in this monument that stands on Buffalo's waterfront.

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FORT ERIE, ONT. CANADA

A moment ago I wrote that the first footprints were those of the French. The marks are all but obliterated. If 1679 opened an era, 1759 closed it. After four score years French occupation was at an end, and exceedingly little is left to mark the period except some three or four place-names that have been carried down to these times. One is Squaw Island, to which reference has already been made. A more important example is Grand Island. It was their *Ile Grande*, an appropriate name for the seventeen thousand acres. The English readily anglicized it, as they did the name of the smaller island below, at the confluence of the Niagara and Chippewa Rivers. We call it Navy Island, the French called it *Ile de la Marine*, for they built their ships there.

River Islands Pass to U. S.

The last French deed in this river section had in it the birth of another name, though bestowed by the British. The little fleet that had been recently built on *Ile de la Marine* was hurried over to *Ile Grande*, and moored in a bay on the northern shore. Here the French burned the vessels to the water's edge to prevent their falling into the hands of the British. It was reported as late as 1866 that in very low water the timber heads could still be seen. So that is how we got the name Burntship Bay and the name Burntship Creek —names one hundred and seventy years old.

Point Abino, that long arm running out into Lake Erie, twenty miles west of Buffalo, is older still by almost a score of years. For nearly two centuries it has withstood the murderous onslaughts of the English tongue. If you doubt the attacks consult the maps of long ago. But Point Abino still maintains its integrity. It came, in the first place, from the Jesuit mission in Detroit, in the far-off year of 1743.

These are the few scant scraps that remain to remind us of the eighty years that began with the launching of *Le Griffon* and closed with the capture of Quebec. We should pass on to other times and quite another group of events, but one is loath to leave these islands. On Navy Island in '37 Mackenzie established the headquarters of that army which was to make Canada a state of the Union. George Coventry wrote that when the Mackenzie cohorts moved in, this island of three hundred acres was inhabited by only an old woman and her daughter, whose husband had the misfortune to drift over the Falls in a canoe about a decade before.

No island of these waters or of any other waters has a more curious story than Grand Island. The French used the word *grande* in the sense of big, so the soil was exactly suited for the planting of a big idea. The title history of the island dates from 1815 when the State of New York purchased it from the Seneca Indians in a treaty signed at Buffalo. The purchase included several other small islands in the Niagara, but territorial titles were not determined until 1822, when practically all of the islands in the river, except Navy Island, were declared by the decision of a boundary commission to belong to the United States.

Squatters Ousted by Militia

The population of Grand Island consisted wholly of timber-men and stave-cutters and their relation to the land was that of squatters. They had built their homes upon the shores,

The Soldiers' Memorial (1914-1918) in famed Queen Victoria Park at Niagara Falls, Ont.

At Fort Niagara stands the oldest masonry on the Niagara Frontier

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felled the trees, and shipped their forest products to the markets of Montreal and Quebec whence they were re-shipped to the West Indies to encase sugar, molasses and—would you believe it?—rum. These squatters confessed allegiance neither to Uncle Sam nor John Bull, and in the absence of authority, set up an authority of their own. Grand Island was a sort of Monaco with one Clark as prince. In 1819 the militia was called out and rid the island of every squatter and thus was established the first state authority. Five years later, the land was surveyed into farm lots, an official act that gave Major Mordecai Manuel Noah the inspiration for a most noble and far-reaching scheme.

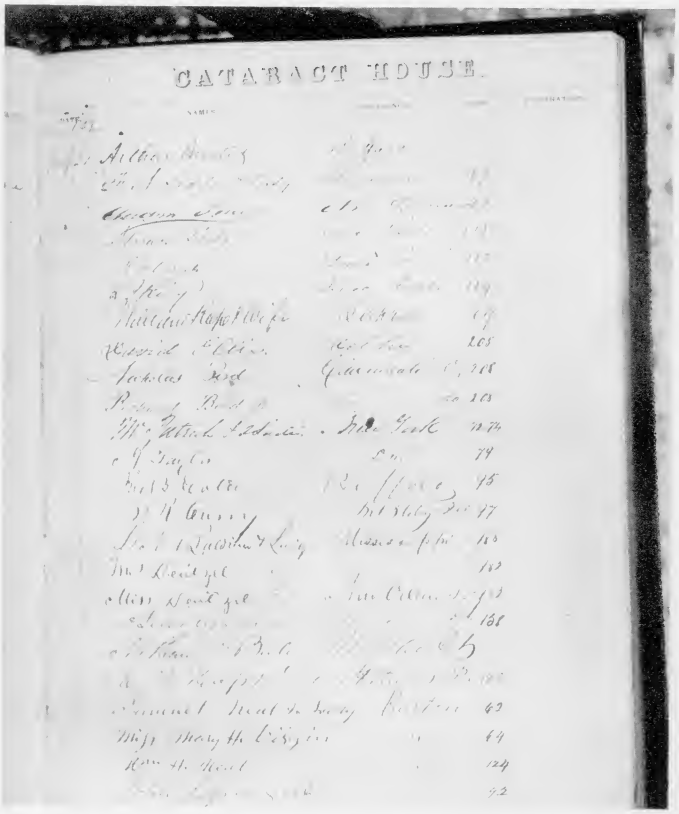
To Found Refuge for Jews

The Major has been described for us by a chronicler of the time as a man of rotund person and benignant face. A journalist of parts and a counselor-at-law, he had been Consul-General for the United States at the Kingdom of Tunis on the coast of Barbary.

Noah induced his friend, Samuel Leggett of New York, so it was related by the Hon. Lewis F. Allen, to make a purchase of 2555 acres, partly at the head of Grand Island, and partly at its centre, opposite Tonawanda. On this selected area he was to found a city of refuge for the Jews of all countries.

The corner stone for this new city of Ararat was to be laid, with appropriate ceremonies, on the 2nd of September, 1825, but so vast a company assembled that boats could not be found for conveyance, so the celebration took place in the "village" of Buffalo. The Buffalo Patriot of the era says the dawn of day was welcomed by a salute fired in front of the court house. At ten o'clock the Masonic and military companies assembled and at eleven the line of procession was formed.

The corner stone laying took place, in absentia, as it were, in the Episcopal Church of the village, then under the rectorship of the Rev. Addison Searle. The city of Ararat on Grand Island never materialized, but the



Abraham Lincoln's signature appears on this old register from the archives of the famous Cataract House at Niagara Falls.

stone remains as a prized possession of the Historical Society of Buffalo. It has the following inscribed in English:

ARARAT

A City of Refuge for the Jews
Founded by Mordecai Manuel Noah
In the Month of Tizri
September, 1825.
In the 50th Year of
American Independence.

The Ararat episode is the most interesting thing I know about Grand Island, and with it we should leave these river scenes and try to repair the broken chronology of this narrative. However, if it is permissible to speak of the future as well as the past, may one hope for the development of this beautiful island so beautifully situated. Its natural facilities for recreation make one wonder it has been so long neglected. Grand Island should be the show place of the whole river area. It has been isolated and is isolated by a very swiftly moving river. So it lives a life apart. The day that a bridge spans the river channel, then will be opened up to the tourist a fair prospect that now he knows nothing of. The State of New York, by the creation of state parks at the northerly and southerly ends, has a deep interest in future development and out of that interest should arise a bridge.

There is another island, one about the size of your backyard, hardly big enough to sustain a story, but it does. The Hon. Vincent Massey, our minister to Washington, told it the other day. He found in the archives a forgotten treaty of eighty years ago.

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The United States wished to erect a lighthouse at the source of the Niagara. The spot selected for it happened to be on Canadian soil. The treaty ceded the island and named but one condition: no guns were to be emplaced. There for eighty years that United States lighthouse has generously shed its light to all the ships that pass, all the better for its security, I think, in standing on a good Canadian rock.

This seems to be an appropriate place to point out that between these two countries fifty-eight treaties and conventions are in force, and nine permanent international bodies are charged with supervision of certain international issues. If the machinery did not run smoothly and efficiently, the public would be more aware of its existence.

The Clifton House at the Canadian end of the Upper Steel Arch Bridge is one of Canada's famous hotels.

Let us turn here, with a sharp twist, to view those landmarks of the Niagara Area that had their birth because there were neither conventions nor treaties to smooth the way. The mutual trust, good-will and spirit of co-operation of two peoples has its symbol in the Peace Bridge which we see; the landmarks of which I write at the moment, however they may honor heroism, devotion and sacrifice, stand likewise as monuments of an ancient ill-will and a bitter enmity.

Clash of 1812 Left Scars

They are the fruits of the war of 1812 — a sprawling war. It sprawled over a five-thousand mile front, from New Orleans to Halifax by the inland routes and back again by the sea; it sprawled sporadically across the face of three long, wearysome years; and sprawled, too, at one date and another, over the fates of soldiers and seamen to the number of at least seven hundred thousand.

The conflict began with some misconceptions. As a prelude, Jefferson said the taking of Canada was a mere matter of marching, and General Hull fired as a first gun a proclamation, since famous, based upon a similar faith. In the war party the leaders, at least, knew precisely what they were fighting for, but they had not a glimmering of the point of view of the enemy. Nor is the point of view yet fully grasped though twice before and once since 1812 it came to the arbitrament of arms. To save Canada as an integral part of the British Empire was the animating sentiment. The animating sentiment in Canada today is the maintenance of an empire bond that has grown vastly stronger with the years.

There were, of course, sideshows in that three years' war, at Detroit and York, at Châuteauquay and Plattsburg, but the main tent was pitched on this forty-mile frontier of ours, and, except for a sally into Buffalo and the taking of Fort Niagara, pitched on the Canadian side, in the sister counties of Lincoln and Welland. So, our hills and plains are dotted with the memorials of war, weight enough to bear down this terrain and give a tilt to the land levels. The balance can be righted only by another war, with its theater in New York State. That the Canadian cherishes some such hope must have been the suspicion of the department at Washington that so long, for naval and military reasons, witheld approval of the Peace Bridge plans. Was it feared that the embattled farmers of Bertie township, some fine and unsuspecting morning, would invade a peaceful Buffalo, their serried pitchforks gleaming in the summer sun?

The war revealed but two men with the priceless gift of genius — Sir Isaac Brock and Oliver Hazard Perry. Perry was witness to his own triumph; Brock died at a moment when fate seemed to be holding out to him the cup of defeat. There is a worthy monument to Perry in Buffalo at The Front, "standing," observes Doctor Severance, "where Perry never stood." That may be, but he stands looking upon a lake that he made his, and he stands within hail of the shipyard on the south bank of the Scajaquada where part of his fleet was fitted out for the battle of Lake Erie, most notable and most momentous of the naval engagements of the war.

Fort Niagara 205 Years Old

Brock's pillar at Queenston, one of the famous monuments of the world, has its base three hundred and fifty feet above the level of the river, and from its great height commands a beautiful and almost boundless prospect of river and lake, plateau, escarpment and valley. The undoubted saviour of British Canada died at the moment when failure seemed eminent, but victory was raked from the ashes of disaster. He sleeps where he fell, but it was long before it could be said of him that he slept, for he had four funerals. The shaft can be seen for many miles, like

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The great relics of the war are three — old Fort Erie, a mile from the Canadian end of the Peace Bridge, Fort George at old Niagara on the Canadian side of the river at its mouth, and Fort Niagara across the river mouth on the New York State side. All three suffered enemy capture.

Of the trio, Fort Niagara, as well as being the best preserved, is of the most ancient origin. Here was Fort de Nonville, built in 1687 and abandoned in the year following. Here still stands the "castle," the oldest masonry on the frontier, its mortar laid two centuries and five years ago. From this building, enlarged and modified from time to time, the French until 1759, and then the English until 1796, had sway over a vast wilderness empire. The long arm of its authority reached as far as Albany. Still preserved is the French barracks, built in 1750, the magazine of four years later, and the bakehouse of 1762. The two blockhouses, antedating the revolution, are the best specimens of their style of architecture in America.

East of the Fort may still be seen the British parallels built for the siege of 1759, and four miles to the eastward on the shore of Lake Ontario is Prideaux's landing, where, in 1759, disembarked the forces that were to capture Niagara. Prideaux was killed in the attack by the bursting of one of his own guns. A street in Niagara-on-the-Lake has been named for him.

Canadian Markers Have Unity

Fort George was evacuated by the Americans on December 10, 1813, and Col. Murray, moving in four days later, immediately made preparations for the taking of Fort Niagara. His plan was brilliantly carried out. Fort Schlosser fell next, then Black Rock and finally Buffalo, so that before the year ended the whole American side of the Niagara was nothing but one long line of blackened desolation, with the sole exception of Fort Niagara, which remained in the hands of the invader until the war was over. The Fort tells its own tale of a time momentous and far. It is exceedingly gratifying to the people of both countries that so intelligent and generous an effort has been made to restore and preserve it.

Across the river, Fort George adjoins the most ancient of Ontario towns.The first town had been burned to the ground on the occasion of the

Ancient Hitching Post on Old Canadian Highway. Sketch by F. R. Rosseel.

American evacuation to which reference has just been made. Navy Hall and Butler's barracks were spared the torch, and still stand as relics from the pre-war era. Niagara was the seat of the first parliament, when Col. John Graves Simcoe organized the first government in 1791.

At old Fort Erie time has spared, though it has crumbled, the walls of masonry. The earthworks are there as they were in 1812. In the heart of the area stands an imposing monument and a descriptive plate. The Americans took the fort on July 3, 1814, and followed on to Chippewa two days later for a sanguinary success, and then on to Lundy's Lane before the month was out. There, on July 25, was the most desperate action of the three years campaign in which the coveted position was won and lost three times.

Buffalo's markers include a tablet on a bank building on Niagara Street, commemorating the site of the battle of Black Rock. Not far away, on a building of the International Railway Company, another tablet preserves the memory of old Fort Adams, otherwise Fort Tompkins.

If the Canadian monuments have more tonnage, they have also a greater unity due to the fact that two decades ago the Queen Victoria Niagara Falls Park Commission, in control of the park on the Canadian side overlooking the Falls, took over the whole river front from lake to lake. The boulevard drive which has been constructed, is one of the most beautiful in America, rich in its natural splendours, opulent in its historic interest. The boulevard begins at the south with old Fort Erie and ends at the north with old Fort George, Fort Mississaugua, and historic Niagara-on-the-Lake. On it are monuments erected by the Historic Sites and Monuments Board of Canada, to the battles of Frenchmen's Creek and Chippewa, to the site of Vrooman's Battery, and to the old Portage Road, the thoroughfare that by nearly half a century antedated the Welland Canal. On the line is Brock's monument and the battlefield of Queenston Heights; nearby is the field of Lundy's Lane, and the monument of Laura Secord, who for a century has been the most beloved Canadian heroine.

Peace Era Reigns 115 Years

There is another monument, one that I appreciate most of all, I think. It looks out on the Lyon's Creek Road, an old Indian trail that links Welland with White Pigeon. The Americans were in occupation of Fort Erie and sent a detachment to take Cook's Mills, partly as a flanking movement against the defending forces on the frontier, and partly for the flour and grain the mills contained. For three days the battle of Cook's Mills was fought. It was the last occasion the sons of the Republic met Canadians in the clash of arms. It closed the war epoch for us both, and opened the peace epoch that has lasted for one hundred and fifteen years, and that long span, one feels sure, is but a foretaste of continued tranquillity and confidence, appreciation and good will.

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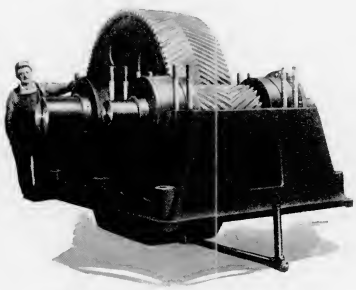

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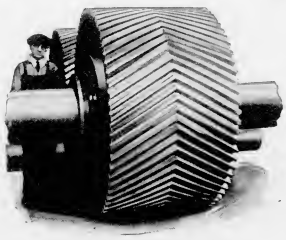

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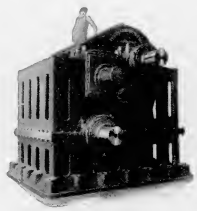

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The Friendly Hand

By JOHN D. WELLS

Author of Swazy Folks and Others, Old Goodbyes and Howdy-dos, Your Folks and Mine, Rhymes of Our Home Folks.

FOR forty years "the friendly hand" was a current phrase in southeastern Wyoming. It meant something—something that even today Easterners can hardly understand.

That was back in the days of the railroad builders, cattle wranglers, road agents, shot-gun messengers, two-gun men and professional gamblers. The East and the West Coast elbowed their undesirables across the plains, or over the mountains, where they drifted into the hill pockets. There little towns sprang up over night with no rhyme and less reason. There was a period of peaceful classification climaxing with a midnight fusillade—orange streaks slashing the darkness, mingled groans and curses that ended abruptly, the crash of glass, the acrid smell of powder smoke and then silence. Next morning's sun rose upon a town that had found itself.

Where from, Stranger?

There are many men still living who remember those days and their gruesome necessities. One of them—'Bige Allen—may invariably be found with his chair tilted against the wall of the Chicago Eating House at Stark, Wyo. Stark is a "sometimes town," sometimes the train stops and sometimes it doesn't. But it had its day in the 70's, and in the grand manner. Today it is as if the people had been summoned elsewhere and all but the older ones had heard. 'Bige Allen is one of these. He saw them all—Billy the Kid, Christ Henerson, Dutch John, Jose Muertia, Spike Hennessey and the other blacklegs. He saw them vanish before the Wild Bill Hicocks, the Bill Tilghmans and the Pat Garretts, until Stark became "a friendly hand town."

"A friendly hand man," explained 'Bige Allen, "was a man who took the cards jist as they run an' played 'em without cheatin', an' a friendly hand town was a town where most of the folks was them kind o' folks. Ginerally a 'friendly hand' was a pair o' tens an' the balance split, or some sich ornery layout. But, whatever it was, a friendly hand man jist smiled an' played 'em win or lose. No pammin' or playin' from the boots—jist square playin' an' courtin' luck. That kind of a man always makes a right good neighbor. Where you from, stranger?"

"Buffalo, New York," I replied.

"Well, now, ain't that odd! I'm glad I ast you, stranger, 'cause there's a place jist like I'm tryin' to tell you about; there's a friendly hand town."

Will Remember Buffalo

The rest of his story was mere recital: an automobile trip East with his two daughters and grandchildren, seven in a Chevrolet, camping by the wayside, the friendly suburban grocer from whom he bought the day's supplies, a kindly motorist who shouted pleasantly "Follow me—I'll show you the way to the Falls," a policeman who helped him west on the Lake Shore highway and other little courtesies such as you and I try to perform every day for the stranger within our gates.

"Yes sir," said 'Bige Allen, "I'm always goin' to remember Buffalo, York State; it shore is a friendly hand place, that there."

"But paramount to all is Buffalo's friendliness to the stranger."

Praise from Sir Hubert! Praise from an expert in friendly hand towns!

Babbitry and Menckenism are strongly competitive in most cities and towns. I abhor both of them. I dislike the Babbits who get on four sides of you and then ask you how you like their town. Like the dentist who gets your mouth full of rubber dam and then asks you about your wife's folks—you simply cannot answer. It isn't possible. With equal heartiness I dislike the Menckenites—loathsome combinations of superiority, ego, hyper-knowledge and blasé natures, to whom nothing or nobody ever measures up to their standards—who demean themselves by speaking well of anything.

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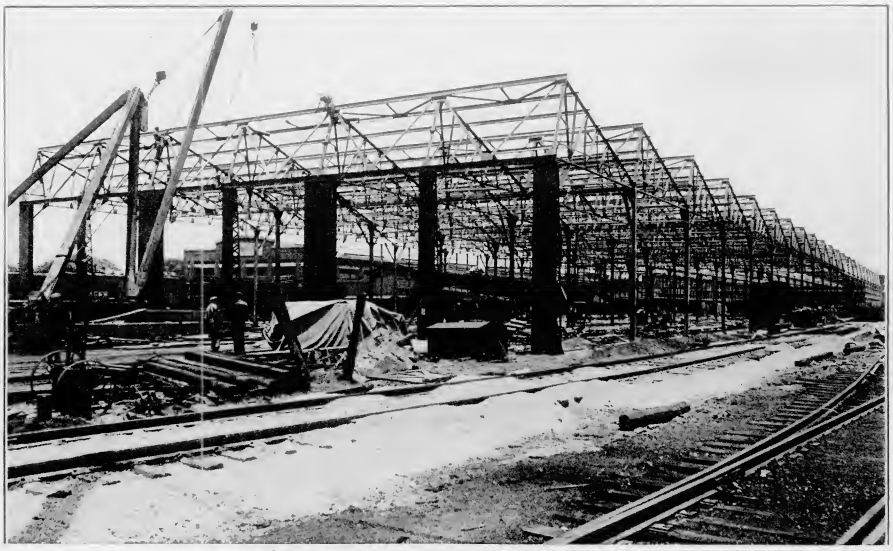

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due modesty, sell his city to the stranger and where he may be reasonably critical of the shortcomings of his home city. Buffalo has more of this class of citizenry than any other place I know. But paramount to all is the quality of Buffalo's friendliness to the stranger.

We are curiously situated. Like the East Tennessee woman who brought the first carpet to Grundy County "we-all gits more visitors an' kinfolks than any shack in these here mountains." And so we do. Niagara Falls lures the world. A hundred years ago we began cultivating the art of plain, every-day friendliness toward Niagara's visitors.

Moreover, we are friendly among ourselves. And when I say "ourselves" I mean the whole population of the Niagara Area. You must remember that we of the Niagara Area are of two countries. Part of this great industrial section is in Canada and part in the United States. But close students of history seem to be the only people who realize it.

Perhaps you, in Salina, Kansas, or you in Selma, Alabama, are wondering if there is no barrier to separate us of two countries. Yes, there is. I see it from my window as I write—the Niagara River, sparkling and as blue as the high-ceilinged sky above it—and it is as inviting to those of yonder shore as it is to us. Thousands of us live over there in the summer months. Their thousands spend some of their winter evenings at our theaters and social affairs.

An Unfortified Frontier

"The boundary line, sir, is at the bottom of Niagara River," said a courtly Canadian the other day. The humor of his remark—and its force—lies in the fact that science has never found the bottom of a large part of Niagara River, hence it is not probable that the boundary line will be rediscovered. And nobody cares.

But soldiers, forts, parapets, sentries and guns—no, I have never seen them. A doctor over yonder possesses some priceless pistols, I am told, but they lack the necessary flints. The only cannon I ever saw along the border is part of a memorial to their boys and our boys who fought side by side in France. And the only Canadian soldiers I have seen in years I saw in our own St. Paul's Cathedral a recent Sunday where they attended divine service, massing their colors and ours before the altar.

The Niagara Area, this two-nation territory of industry and friendship, has perfected what Europe and, indeed, some countries in our own hemisphere seem never able to attain—the art of friendship, business and social intercourse between two peoples without impairment of either's nationalism.

We have great power companies here in the Niagara Area, great chemical plants and other great industries diversified as no other territory can boast. Each is an achievement in its way. But for my part I hold this fine and lasting friendship to be the greatest achievement of them all.

I feel a sense of deep obligation to 'Bige Allen for that term he has brought down through the smoke and blaze of other times—"the friendly hand town."

It fits my town!

Buffalo Real Estate Board Functions

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THE Buffalo Real Estate Board, member of the New State Association of Real Estate Boards, is composed of 127 active members and 35 associates.

Each member operates under the code of ethics of the National Association of Real Estate Boards, and each is accountable to the board of directors for any alleged infringement of its rules.

The policy of the board is to support all needed public improvements and to oppose unnecessary, unwise or extravagant civic expenditures. It was on the board's recommendation that a real estate course was embodied in the curriculum of the University of Buffalo for the purpose of giving the necessary training to young men and women entering the profession. This class, now in its 9th year, has trained some 300 students in the fundamentals of real estate practice. The board was also instrumental in having established the Municipal Research Bureau which, in the past two years, has brought added efficiency and economy into many of the city departments. The bureau is regarded as a valuable contribution to proper civic government. One of the outstanding services of the board is the development of a scientific system of official appraisals that are accepted as evidence by the government of the United States. These appraisals are useful for purposes of inventory, sales, exchanges, settlement of estates, court proceedings, and so forth. They represent expert judgment as to the actual market value of the property appraised.

The New York State Association of Real Estate Boards, of which the local board is a member, maintains a staff of experts in Albany during every session of the legislature to work against bills detrimental to the interests of property owners. To this organization goes the credit for having removed the direct state tax on real property.

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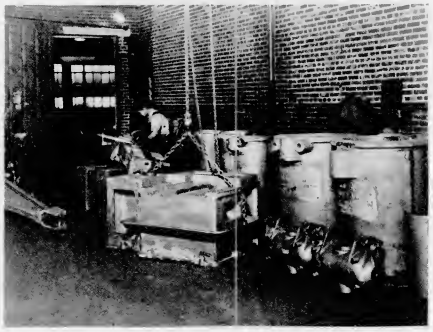

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Niagara Area by Yardsticks

By WM. N. KESSEL

Manager Research Department, Buffalo Chamber of Commerce

THIS survey of the Niagara Area comprises 1,556 square miles in the Counties of Erie and Niagara, on the New York State side of the Niagara River, and 340 square miles in a part of the Counties of Lincoln and Welland on the Canadian Niagara Frontier. While this area cannot be a unit politically because it lies in two countries separated by an international boundary stream, its business and commerce have been and must be inter-related.

It can, however, be considered an economic unit, its component parts being held together by a community of interests in the common possession of the resources of Niagara Falls, which furnishes power to the people and communities on both sides of the Niagara River.

The same railroads serve the Niagara Area, on both sides of the boundary. For instance, the New York Central Railroad crosses into Canada through its Michigan Central line at Bridgeburg and at Niagara Falls. The Canadian National, the Canadian Pacific, the Wabash and the Pere Marquette Railroads cross from Canada into the United States where cars are interchanged and where freight houses and other facilities are maintained. A short line, the Toronto, Hamilton and Buffalo, connects these three points.

The International Railway, an electric trolley line, serves not only Buffalo, the Tonawandas, and Niagara Falls, on the United States side, but crosses over two bridges into Canada, where it serves Niagara Falls, Ontario, and connects with interurban high-speed trolley service.

Besides the common language on both sides of the River, money has the same value and along the border is interchangeable at par. The system of weights and measures, and the customs of the people are the same.

Considerable investments have been made by United States people in the business and real estate of the Province of Ontario and by the Canadians in properties and business on the United States side.

INDUSTRIES OF THE AREA

THE manufacturing plants of the Niagara Area, including ten towns and villages of Canada and all of Erie and Niagara Counties in New York State produced manufactured goods with a value of $1,129,859,257, according to statistics for 1927. Of this $105,940,644 was produced on the Canadian side of the Niagara River. These goods made in 2,163 factories meant wages to 117,704 employees amounting to $174,047,485. The cost of materials used amounted to $658,859,759. The capital invested cannot be given accurately as the United States Census Bureau since 1919 has not compiled statistics on this point; however, a close estimate may be made from the knowledge that the investment in Buffalo alone is more than $600,000,000, to which should be added an actual figure for the Canadian plants of $120,800,392, and an estimate of $400,000,000 investment by plants in Erie and Niagara counties outside of Buffalo. This is a total of approximately $1,120,000,000.

Manufacturing activities were even greater than these impressive figures would indicate, as there are on the Canadian side a number of factories in rural districts whose production is not included in the ten Canadian communities for which detailed figures are available. The figures of the Dominion Bureau of Statistics show there are 69 rural factories in the two counties, an unknown portion of which are located in the eastern part of the two counties within the boundaries of the region we are calling "the Niagara Area," whose western boundary is about five miles west of the Welland Canal.

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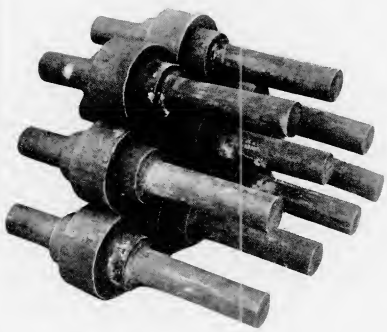

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These rural factories in the two counties have a capital investment of $161,161,506 and have 1,320 employees receiving salaries and wages amounting to $1,737,084. They use materials costing $1,627,957 and the gross value of their products is $20,523,395. The valuation for both Canada and the United States covers the calendar year 1927.

The industries of the area show a great diversity in kind of goods manufactured; there is no similar international area on the continent whose productions are so varied. In fact, the United States Census Bureau records show a greater diversity in Buffalo alone than in any other industrial center of the country, more than 60% of all lines of manufacture being represented within the city limits. When the industries of the rest of Erie and Niagara counties are considered the percentage rises to nearly 90% and when we add to this the productions of the Canadian section, almost every line of manufacture is represented. The diversity of the eastern side of the Niagara River is too great to enumerate, there being more than 250 lines; on the Canadian side, Welland's principal industries are metal productions, machinery and tools, knitted goods, cotton, hard rubber, cordage and chemicals.

Port Colborne has the great plant of the International Nickel Co., now undergoing a large expansion program to produce $7,000,000 of nickel monthly, employing more than 1,000 men; this place also has the Canadian Furnace Company, producing pig iron; the Maple Leaf Milling Company, milling flour and the Canadian Cement Co., Ltd., producing cement, besides other industries.

St. Catharines has a large plant of General Motors making automobile parts; one of its industries produces oil refining equipment, others manufacture electric motors, rugs and there are many factories producing silk goods. This city is called the Lyons of Canada because of the extensiveness of its silk industries.

Thorold and Merritton are the center of the paper making industry in the Niagara Area.

In Niagara Falls the industries partake of very much the same character as in Niagara Falls, N. Y., the Canadian city having branch plants of a number of electrochemical and electrometallurgical industries, besides a number of iron and brass factories and other industries. It has something lacking in its sister city, wines and fruit juices produced on a large scale. Much of the manufactures of the Canadian communities are exported and a considerable portion is shipped to the United States. The year 1928 value of such exports was $44,652,055, a gain of $7,094,860 over 1927. These exports consist mostly of abrasives, coke, copper and its productions, cyanid, cyanamid, ferro alloys, nickel and alloys, newsprint, pulp board and wood pulp.

MANUFACTURING IN THE NIAGARA AREA

YEAR 1927

Number of Establishments

Buffalo	1,361
Erie County	228
Excluding Buffalo	
Niagara County	1,313
Canadian	261
10 communities	
TOTAL	2,163

Number of Wage Earners

Buffalo	63,615
Erie County	20,066
Excluding Buffalo	
Niagara County	21,393
Canadian	12,630
10 communities	
TOTAL	117,704

Wages Paid

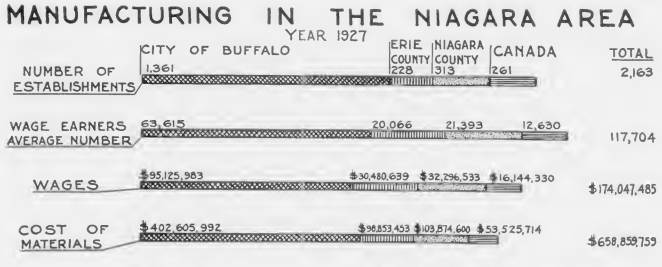
Buffalo	$ 95,125,983
Erie County	30,480,639
Excluding Buffalo	
Niagara County	32,296,533
Canadian	16,144,330
10 communities	
TOTAL	$174,047,485

Cost of Materials

Buffalo	$402,605,902
Erie County	98,853,453
Excluding Buffalo	
Niagara County	103,874,600
Canadian	53,525,714
10 communities	
TOTAL	$658,859,759

Value of Products Manufactured

Buffalo	$ 649,301,599
Erie County	186,272,605
Excluding Buffalo	
Niagara County	188,344,409
Canadian	105,940,644
10 communities	
TOTAL	$1,129,859,257



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First class Provincial highways and County roads link the area with the important highway systems of Canada and the United States, furnishing the most satisfactory traveling conditions for motor cars and trucks.

Unlimited supplies of fresh water, cheap electric power, natural gas and a moderate climate are some of the other advantages this area has to offer. Its educational and recreational facilities are of the best. Its proximity to excellent bathing beaches and the beautiful Niagara Boulevard are expecially appreciated during the summer months. There is also an internationally known golf course at Lookout Point Country Club.

A plentiful supply of skilled and unskilled labor is available, the diversity of industries already established attracting trained help for many different lines of manufacture.

◆

Manufacturers Contemplating the Establishment of a Canadian Factory Will do Well to Investigate the advantages of the

WELLAND COUNTY SHIP CANAL

INDUSTRIAL AREA

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PRINCIPAL STATISTICS OF MANUFACTURING INDUSTRIES IN THE CANADIAN NIAGARA DISTRICT, 1927

	Establishments	Capital	Employees	Salaries and Wages	Cost of Materials	Gross value of products
	No.	$	No.	$	$	$
NIAGARA FALLS	60	38,124,635	2,595	3,642,032	15,932,378	33,833,423
WELLAND	39	20,383,847	2,732	3,031,790	9,352,477	17,032,516
ST. CATHARINES	92	19,339,889	3,848	4,543,043	7,102,270	16,097,047
PORT COLBORNE	13	8,721,063	654	865,912	12,640,374	15,660,316
THOROLD	16	26,686,439	1,368	2,273,403	4,985,665	13,530,977
MERRITTON	8	3,757,738	489	736,201	1,206,382	2,752,029
BRIDGEBURG	20	1,341,252	183	269,669	937,031	1,910,582
PT. DALHOUSIE	5	1,103,158	481	418,260	513,264	1,630,874
CHIPPAWA	3	809,029	162	254,251	583,377	2,953,363
HUMBERSTONE	5	533,342	118	109,769	272,496	539,517
	261	120,800,392	12,630	16,144,330	53,525,714	105,940,644

N. B.—*Unable to give corresponding information for Fonthill and Niagara-on-the-Lake, as less than three establishments reported in each.*

PRINCIPAL STATISTICS OF MANUFACTURING INDUSTRIES IN THE COUNTIES OF LINCOLN AND WELLAND, 1927

	Establishments	Capital	Employees	Salaries and Wages	Cost of Materials	Gross value of products
	No.	$	No.	$	$	$
LINCOLN—TOTAL	157	27,608,419	5,602	6,184,912	10,302,920	22,932,958
URBAN	130	25,313,845	5,247	5,999,726	9,401,726	21,592,136
RURAL	27	2,294,574	355	185,186	901,194	1,340,822
WELLAND–TOTAL	194	266,455,301	9,389	13,049,255	45,493,658	117,262,243
URBAN	162	107,588,369	8,424	11,497,357	44,766,895	98,079,670
RURAL	32	158,866,932	965	1,551,898	726,763	19,182,573

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CHEMICAL AND ALLIED INDUSTRIES OF THE AREA

OWING to the fact that electrochemicals and electrometallurgical products require a great deal of electric power that is low in cost and continuous and reliable in supply there has been a great attraction of such industries to Niagara Falls, on both sides of the river. Buffalo and the Tonawandas also have attracted numerous chemical and allied industries because of transportation advantages and practically the same nearness to Niagara power. These industries in 1927, the last figures available, numbered more than one hundred plants employing approximately 10,000 workers receiving wages of about $15,000,000 and producing goods valued at nearly $180,000,000.

Exact figures are available for Buffalo and Niagara Falls, N. Y. There are no figures available of this kind covering the plants at Niagara Falls, Ontario, nor those plants along the Niagara River, north of Buffalo. However, a study of the exports to the United States by the Canadian chemical plants at Niagara Falls, Ontario, most of which are branches of plants across the river, shows that the value of abrasives, coke, copper, cyanid and other chemical and allied products was $42,552,788 in the year 1928, which was a gain of $8,301,668 over the year 1927. The chemical plants export most of their products to the United States; this amount, nearly $45,000,000, is an indication of the volume of chemical production there. The output of the other points in the Tonawandas is estimated at $20,000,000, making a grand total for the Niagara Area of $179,639,332. This is greater than any other single industry in the area.

CHEMICAL AND ALLIED INDUSTRIES

BUFFALO

U. S. Census, 1927-1925-1923

1927

	No. of Estab.	Avg. No. Employes	Wages	Value of Products
Blacking, Stains and Dressings	6	26	$ 30,937	$ 613,559
Druggists' Preparations	4	130	153,102	802,703
Flavoring Extracts and Flavor-Syrups	8	257	387,355	3,980,064
Grease and Tallow, not including Lubricants	3	16	25,593	203,364
Oils, not elsewhere classified	3	19	33,850	576,519
Patent and Proprietary Medicines and Compounds	24	232	213,096	4,757,295
Perfumery, Cosmetics and other Toilet Preparations	12	157	169,778	2,812,618
Soap	5	115	118,110	1,472,386
All other (Chemical, not including paper, rubber tires, etc.)	38	2,371	3,650,297	54,761,107
Total, Census of 1927	103	3,323	$4,782,118	$69,979,615
Total, Census of 1925	104	3,825	$5,349,255	$82,024,601
Total, Census of 1923	109	4,700	$7,005,000	$72,432,000

NIAGARA FALLS, N. Y.

In 1927, 1925 and 1923 within the city limits of the city of Niagara Falls, N. Y. according to the United States Census Bureau, there were the following chemical plants.

	No. of Estab.	Avg. No. Employes	Wages	Value of Products
Chemicals, 1927	15	5,587	$8,377,540	$46,455,908
Allied chemical plants	7	58	100,953	671,021
Total, Census of 1927	22	5,645	$8,478,493	$47,126,929
Total, Census of 1925	21	5,513	$8,158,477	$42,152,357
Total, Census of 1923	20	4,041	$5,693,729	$28,533,596

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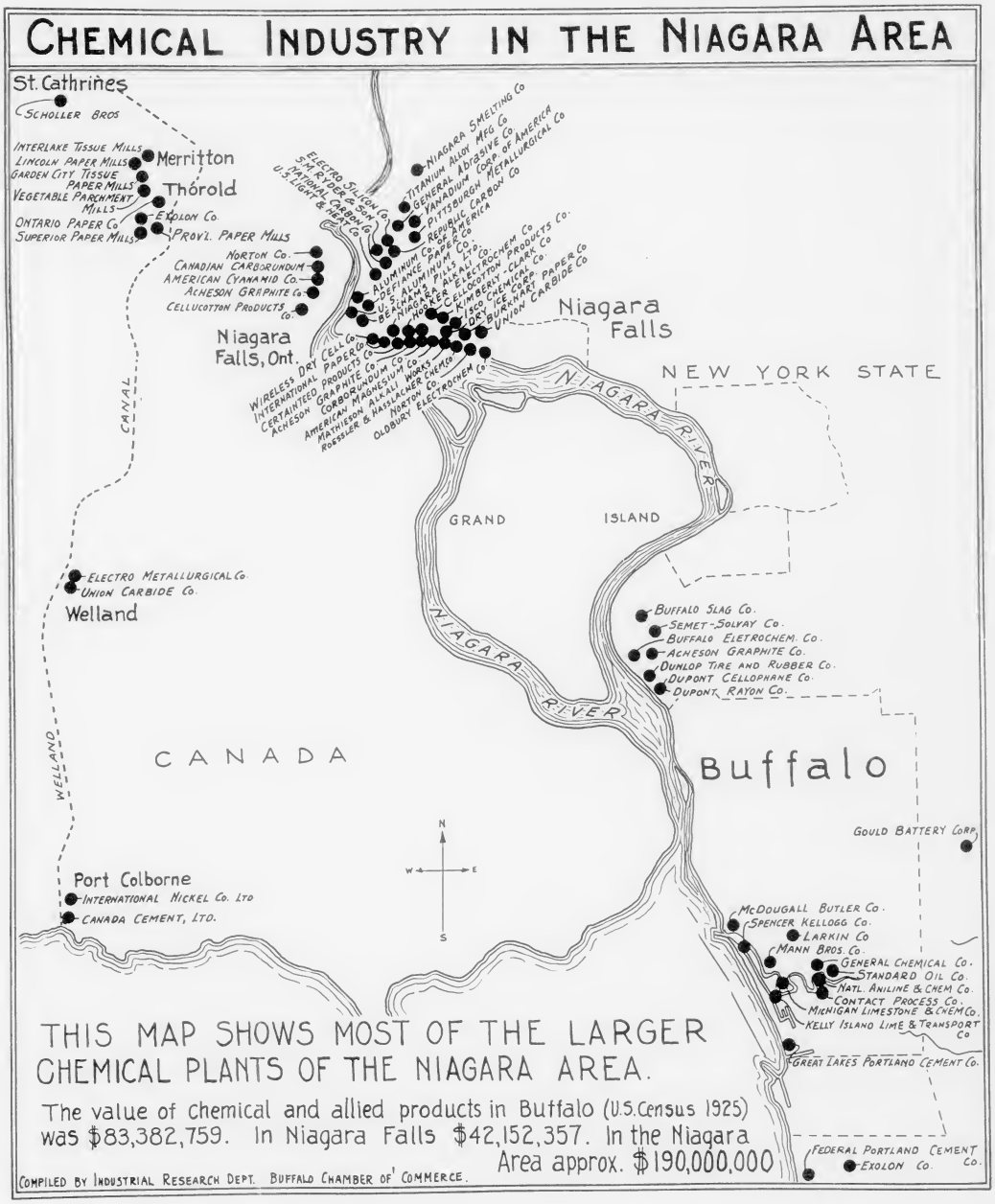
Total, Census of 1923	20	4,041	$5,693,729	$28,533,596

GAS METERS—The number of gas meters in the Area is less than electric meters or telephones. In Buffalo there are approximately 140,000 gas meters; no figures are available for the rest of Erie County or Niagara County as records are kept only by larger districts. The number on the Canadian side is about 12,000, and the Area total something under 200,000.

HOME OWNERSHIP—Using the figures for Buffalo and Erie and Niagara Counties of the U. S. Census of 1920, the latest available, there were in Buffalo 44,297 owned homes; the rest of the United States area brought the total to 76,418. On the Canadian side in the several urban communities the number is 11,847 or a total of 88,265.

The number of rented homes in Buffalo was 70,572 and in the United States side of the Area it was 93,803. The Canadian figures were 7,626 in 1928, a total of 101,429. Considering the increase in population from 1920 to 1929, the number of homes on the United States side has increased the total number of homes in the Niagara Area to approximately 206,716 at the present time.

TELEPHONES—Most of the homes in the Area are equipped with telephones, the total number being 185,309. Of these 127,744 are in Buffalo; with the rest of Erie County and Niagara County, 166,741. In the Canadian urban communities studied there are 18,568 telephones.



CANADIAN CHEMICAL OUTPUT

Value of exports to the United States from Lincoln and Welland Counties

	Year 1928	Year 1927	Gain* or Loss– for Year
ABRASIVES	2,401,227	2,403,005	– 1,778
COKE	681,600	622,918	* 58,682
COPPER & MFGS	5,124,100	2,687,978	*2,436,122
CYANIDE	1,697,241	1,533,621	* 163,620
CYANAMID	4,770,024	3,988,560	* 781,464
FERRO ALLOYS	3,022,555	2,795,408	* 227,147
NEWSPRINT	7,302,298	7,800,891	– 498,593
NICKEL & ALLOYS	10,550,187	5,631,967	*4,918,220
PULPBOARD	5,822,324	5,817,854	* 4,470
WOODPULP	1,161,232	948,918	* 212,314
ALL CHEMICALS TOTAL	42,532,788	34,231,120	8,301,668

AGRICULTURE OF THE AREA

INDUSTRIES do not predominate in the Niagara Area. Some of the best agricultural territories of both Canada and the United States lie within the limits of this area.

There are 523,268 acres of farm land in Erie County, 287,108 in Niagara County, 189,554 in Lincoln and 222,636 in Welland County, a total of 1,222,566 acres. Live stock on these farms include 40,366 horses, 106,335 cattle, 200,843 sheep, 48,371 swine and 1,515,106 chickens.

The value of land alone is $92,866,438 and of buildings on farms $71,001,314. Implements are valued at $18,375,302 and live stock at $12,950,317 a total for the four counties, $195,193,371.

The figures used above are for 1928 in Canada and 1925, the latest detailed figures available, for the United States Area.

Inasmuch as the Niagara Area on the New York State side comprises Erie and Niagara Counties in their entirety it is possible to give official government figures of their agriculture, as these figures are published by counties. The Area on the Canadian side does not include all of Lincoln and Welland counties but only that portion from the Niagara River to a line five miles west of the Welland Canal, a little more than half of the two counties. Official Canadian figures cannot be had for an area less than a solid county and in the above figures the data covers all of Lincoln and Welland counties.

The agricultural Area is noted for its fruit growing and small crops rather than for wheat and other grains. A grape belt extends throughout the entire Niagara Area and fruits abound mostly in Lincoln and Niagara Counties. The grape crop in the Canadian Niagara peninsula up to now usually amounted to 25,000 tons a year. Over 95% of this is now used in the wineries around Niagara Falls and St. Catharines, whose capacity is more than 6,000,000 gallons. The sale of Ontario wines since liquor control in Ontario has increased two and one half times.

The crop for the year 1929 has just been estimated at 82,994,000 lbs. or nearly 42,000 tons, a large increase. New vineyards are being planted and old ones enlarged.

There are 18,000 acres of orchards in the two Canadian Counties; in Erie County approximately 300,000 bu. of apples are harvested annually and in Niagara County about 2,500,000 bu. The latter figure made Niagara County first in apple crop of all New York State counties in the 1925 U. S. Census. Erie County harvests about 1,500 bu. of peaches and Niagara County about 800,000; potatoes are produced more in Erie than in Niagara County, approximately more than two and one half million bu. a year compared to one half million; tobacco is not grown in Erie and Niagara Counties and practically not at all in the Canadian Area. Erie County in the 1925 census was first in New York State in farm population, value of farm buildings, farm implements and in hogs and chickens.

FARMS OF THE NIAGARA AREA

Counties	Farms, Acres	Horses	Cattle
ERIE	523,268	16,266	49,328
NIAGARA	287,108	9,976	18,376
LINCOLN	189,554	6,852	17,527
WELLAND	222,636	7,272	21,104
TOTAL	1,222,566	40,366	106,335
	Swine	**Chickens**	**Sheep**
ERIE	14,172	567,670	59,444
NIAGARA	8,404	335,573	126,204
LINCOLN	11,540	282,453	9,455
WELLAND	14,255	329,410	5,740
TOTAL	48,371	1,515,106	200,843

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268 MAIN STREET BUFFALO, N. Y.

*VALUE OF FARM PROPERTY, IMPLEMENTS AND LIVE STOCK

Counties	Land	Buildings	Implements	Live Stock	Total
ERIE	$39,354,876	$31,710,989	$7,761,425	$5,593,782	**$84,421,072**
NIAGARA	22,994,188	21,955,545	5,430,735	2,813,759	**53,194,227**
LINCOLN	16,625,520	8,863,887	2,541,141	2,156,019	**30,186,567**
WELLAND	13,891,854	8,470,893	2,642,001	2,386,757	**27,391,505**
TOTAL	$92,866,438	$71,001,314	$18,375,302	$12,950,317	**$195,193,371**

These figures are based on 1928 for the Canadian Counties and 1925 for Erie and Niagara Counties.

RAW MATERIALS
AVAILABLE TO THE AREA

COMMODITIES	MILES DISTANT
BUILDING STONES	190
COAL	190
COTTON	600
CLAY	40
CEMENT	1
(1 plant in Buffalo)	
DAIRY PRODUCTS, ETC.	*radius of* 150
ELECTRIC POWER, HYDRO-ELECTRIC	20
ELECTRIC POWER, STEAM, AUXILIARY TO HYDRO	1
FRUIT	*radius of* 20 to 150
GAS, NATURAL	20 to 60
GRAIN, CEREALS	*radius of* 150
GRAIN, WESTERN	600
GRAPES, FARM PRODUCTS, POTATOES	*radius of* 20 to 150
GYPSUM	10 and 13
IRON ORE	450
KAOLIN	225
LUMBER	100 to 300
LEAD	550
MARBLE AND GRANITE	400
OIL, PETROLEUM	75
PHOSPHATE	600
PLASTER (GYPSUM)	10 and 13
POWER, ELECTRIC, HYDRO-GENERATED	20
POWER, ELECTRIC, STEAM GENERATED AUXILIARY	1
NICKEL	300
SALT	150
SAND	10
SANDSTONE	25
SHALE	20
SILVER	375
SLAG	1
(Also one in Buffalo)	
TOBACCO	200
WOOD FOR PULP	20
ZINC	250

COMMERCE AND EXPORTS

THE port of Buffalo in the year 1928 had 9,476 vessels arriving and departing, which carried a total tonnage of 22,777,829 tons, valued at $704,256,339. A large part of this was domestic commerce, but the port last year, according to the United States Shipping Board, ranked third of all ports of the United States in water-borne tonnage in foreign trade. All of this foreign commerce is with Canada and amounted to 6,700,588 tons of which imports totaled 4,833,615 tons and exports 1,866,973. Besides the above figures for Buffalo, the harbors of Tonawanda and Niagara Falls handled smaller amounts bringing the tonnage to 23,367,460 and the value to $706,096,753.

Two years ago Canada for the first time surpassed England as America's best customer, more than $900,000,000 worth of goods being bought by Canada from the United States; 25% of the entire commerce flows across the Niagara River.

Four Canadian Ports, Bridgeburg, Niagara Falls, St. Catharines and Welland reported for the fiscal year ending March 31, 1929, imports amounting to $41,680,565 and exports to the value of $183,460,610. Buffalo's imports amounted to $154,316,751 and its exports to $246,729,300.

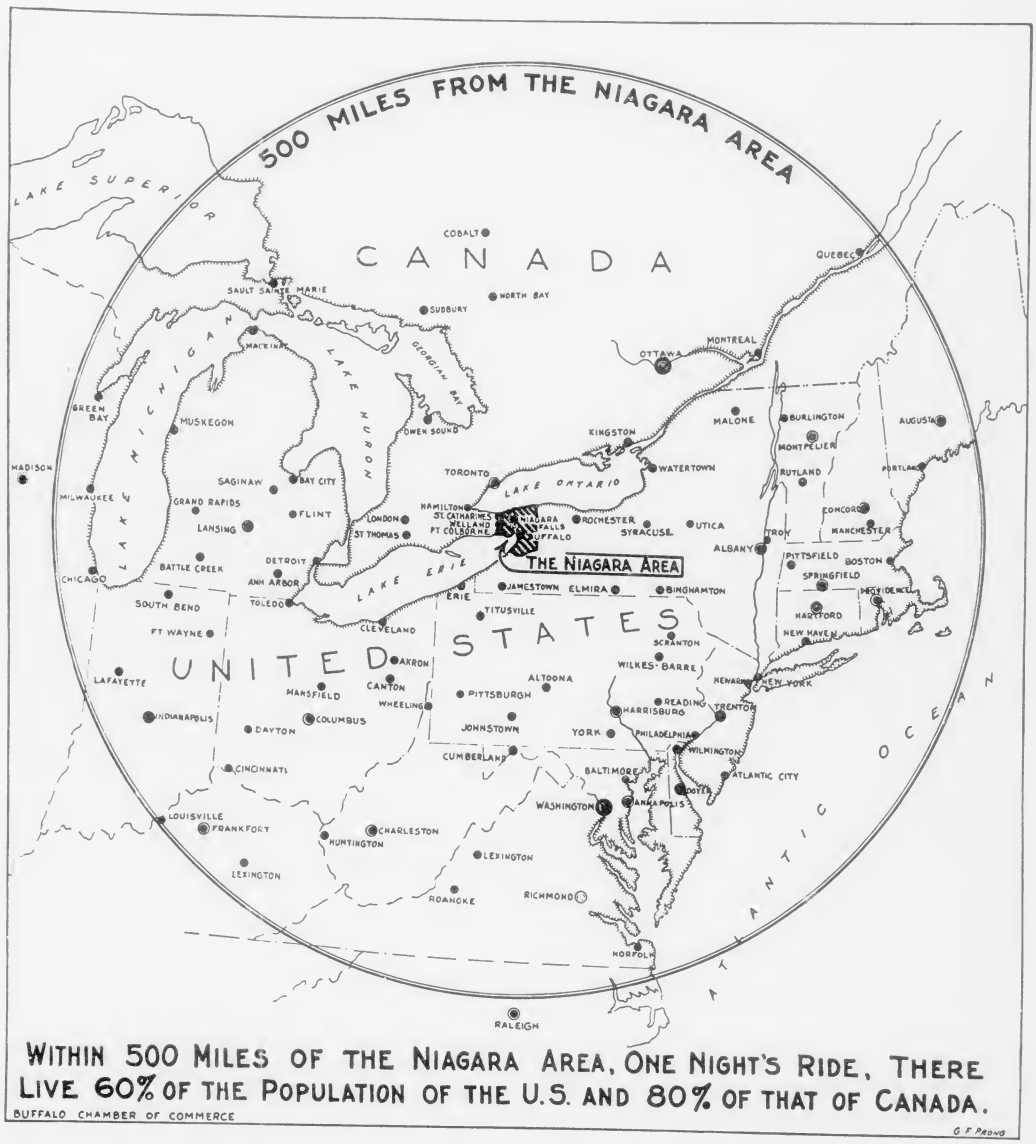
The above figures do not agree with each other for the reason that all imports and exports through the gateway of Buffalo are credited to the Buffalo Customs District, while the Canadian practice is to credit imports and exports to the many points of origin and destination inland, rather than the water gateway.

Vessels arriving and departing from Canadian ports in the Niagara Area for the year ending March 31, 1928, numbered 5,436 vessels with a tonnage of 4,109,125.

EXPORTS AND IMPORTS

(Canada figures for year ending March 31, 1928.)
(Buffalo figures for calendar year ending 1927.)

	Imports	Exports
PORT OF BUFFALO	$154,316,751	$246,729,300
BRIDGEBURG	6,854,904	82,340,579
NIAGARA FALLS	13,123,150	97,988,493
ST. CATHARINES	6,646,914	273,916
WELLAND	15,680,565	2,857,622
TOTAL	$41,680,565	$183,460,610



The Center of Wealth and Population

NOWHERE else can be found a flow of commerce between two nations, concentrated in such tremendous volume, as it is here in the Niagara Area. Of the 600,734 shipments made into Canada from this district for the year ended June 30, 1928, the value is approximately 250 million dollars—*over a quarter of the value of all our exports to Canada, a volume of commerce approximating the total value of imports of the United Kingdom from France.* Of the foreign purchases made by this country in Canada nearly a third of their total value was represented in $133,852,335 worth of Canadian goods passing through this district for consumption in this country.

Seventy per cent of the industrial wealth of Canada is centered in the provinces of Ontario and Quebec, both of which are included within Niagara Area's 500 mile circle. Fifty per cent of the Dominion's industrial wealth is in the province of Ontario.

Niagara Area, with six bridges linking the American side with the corresponding Canadian Niagara frontier, separated only by the swiftly flowing Niagara River, makes certain the Area's controlling position for this constantly increasing trade.

VESSELS ARRIVING AND DEPARTING AND TONNAGE

(Canada figures for year ending March 31, 1928)
(Port of Buffalo figures for calendar year 1928)

	Vessels Arriving and Departing	Tonnage
PORT OF BUFFALO	9,476	22,777,829
CANADIAN PORTS	5,436	4,109,125
TOTAL	**14,913**	**26,886,954**

ELECTRIC POWER

ELECTRIC power in the Area is produced mostly at Niagara Falls on both sides of the river and is hydro-generated. There is however, a considerable amount of electric power developed just north of Buffalo's city limits by the Buffalo General Electric Company, which is steam generated. By the early part of 1930 the recent additions to the steam power plant will bring the total of steam-generated power to 540,000 horsepower. The total installed capacity at the present time on both sides of the river within the Niagara Area is 1,970,320 horsepower.

The number of electric meters in the Niagara Area is 221,380, comprising 169,000 in Buffalo, 201,396 in the rest of Erie and Niagara Counties including Buffalo and 19,984 in the twelve Canadian communities studied in the Area.

ELECTRIC POWER

Installed Capacity

NIAGARA FALLS, N. Y.	680,320
BUFFALO	540,000
CANADA	750,000
TOTAL	**1,970,320 H. P.**

POPULATION

THE population of the Area is just slightly less than one million and is made up of 555,800 in the city of Buffalo, (which has not extended its 42 square miles of city limits since 1854) and 827,053 in the remainder of Erie County and all of Niagara County, together with 126,821 population in Lincoln and Welland Counties, practically all of the latter population being in the eastern portion of the two counties within the Niagara Area; these form a total of 953,874.

About 25% of the population on the American side is foreign born white, and on the Canadian side the proportion of English speaking and English reading persons is higher.

The number of families, this only being estimated at this time, no census having been taken since 1920 and there being no possibility of getting the data of the 1930 Census until about 1931, according to an estimate of 1929 based on the 1920 Census for Buffalo is 124,890. In the rest of Erie County and Niagara County combined, the total is estimated at 185,500 based on the New York State Census of 1925. The number of families according to the latest Canadian figures is 19,920, a total in the Area of 205,420.

POPULATION

ERIE COUNTY	694,011
NIAGARA COUNTY	133,042
CANADIAN	126,821
TOTAL	953,874

AUTOMOBILES

AS some indication of the wealth of the Area, the conditions of the highways and the ease of travel, the number of automobiles registered is of interest. According to latest available figures there were 191,456 passenger cars registered in the Niagara Area, including on the Canadian side all of Lincoln and Welland Counties, as records are kept by county only. Motor trucks numbered an additional 29,118.

AUTOMOBILES

Passenger Car Registrations, 1925-1926 figures for Canada and 1928 figures for Erie and Niagara Counties.

	Passenger Car Registration	Motor Truck Registration
LINCOLN COUNTY	5,899	1,045
WELLAND COUNTY	10,292	1,211
ERIE COUNTY	145,712	21,518
NIAGARA COUNTY	29,553	5,344
TOTAL	191,456	29,118

BANKING

BANKING capital and deposits in the area are fully adequate to meet the requirements of industry and business. The capital of Buffalo banks on January 1, 1929 was $21,950,000 and deposits $611,127,921. In Erie County, outside of Buffalo, there was $2,900,000 additional capital and in Niagara County $4,250,000. The deposits in Erie were $53,949,000 and in Niagara $75,150,000. The total capital on the New York State side of the area was $29,100,000 and deposits were $740,-226,921.

On the Canadian side figures are not available showing capital and deposits in the communities within the Area. This is because of the different character of the Canadian banking system which comprises a few very large and powerful banks with several thousand branches. The banking facilities of the Canadian communities are not limited to the size of the branch banks but theoretically are limited only by the capacity of such parent banks as the Royal Bank of Canada, Bank of Montreal, and the Standard Bank of Canada. One of these main banks has deposits as high as $700,000,000 and assets exceeding $800,000,000.

THE BASSANI PROCESS has mastered the reproduction of this delicate pencil drawing which carries a lot of small detail.

Carlo Nisita, the artist who produced this attractive illustration, is a member of the Art Department of ADDISON VARS Incorporated.

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ELECTROTYPE & ENGRAVING CO INC
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COMPLIMENTS OF

Buffalo Columbus Hospital

Organized under
State Board of Charities
June 8, 1908

Dr. Charles Borzilleri Medical Director
Dr. George C. Barone, Supt.

BANKING FACILITIES

Jan. 1, 1929.

Deposits	BUFFALO	$611,127,921
	ERIE COUNTY	53,949,000
	Excluding Buffalo	
	NIAGARA COUNTY	75,150,000
	TOTAL	$740,226,921
Capital	BUFFALO	$ 21,950,000
	ERIE COUNTY	2,900,000
	Excluding Buffalo	
	NIAGARA COUNTY	4,250,000
	TOTAL	$ 29,100,000

PURCHASING POWER

THE purchasing power of the Niagara Area is very large due to the great extent of its industrial development, involving the employment of many persons at comparatively high wages, and the sale of large quantities of agricultural products in the rural areas. While no exact figures can ever be given of the purchasing power of any area an approximation can be made by considering the amount of raw materials purchased by the manufacturing firms, the sales of crops and live stock production by farmers, the wages of factory labor, and by estimating the salaries and other earnings of persons gainfully employed outside of the factories.

Cost of Raw Materials Used by Factories of the Area

THE purchases of materials by the factories of Erie and Niagara Counties and ten Canadian communities amounted in 1927 to $659,859,759. A survey of the Canadian area made by the Canadian Business Research Bureau gives the purchasing power of the Canadian side of the Area as $102,708,000 per year, based on the $810 per capita purchasing power of Ontario; other items tabulated below represent a total purchasing power of $1,208,464,951.

Using another and more arbitrary method, the accepted value of $1,400 annual purchasing power per capita can be multiplied by the 953,874 population of the Area, which will show a total of $1,335,423,600.

No account is taken of the income from investments of a large proportion of the population which would add, it is believed by most authorities, at least 10%. It is entirely possible that the purchasing power exceeds one and one half billion dollars annually.

Purchasing Power

COST OF MATERIALS used by factories of area	$659,859,759
FARM PRODUCTION OF Erie & Niagara Counties	20,303,856
CANADIAN PURCHASING POWER other than factory materials	49,182,286
WAGES, Buffalo factories	95,125,983
WAGES, Erie County factories	30,480,639
WAGES, Niagara County factories	32,296,533
TOTAL	$ 887,249,056
Total *(from preceding column)*	$ 887,249,056
Other salaries, etc., Erie and Niagara Counties—33% or 214,144 of urban population gainfully employed, not as factory wages earners	$ 321,215,895
TOTAL PURCHASING POWER	$1,208,464,951

OR

953,874 population of the Niagara Area at $1,400 annual purchasing power $1,335,423,600

ASSESSED VALUE OF REAL ESTATE

PROPERTY consisting of land and buildings in the Niagara Area has a value of almost $1,700,000,000. Most of this value, of course, lies within the larger cities and villages, although the agricultural land has a high value, Erie County, for instance, being first in value of farm property in New York State and Lincoln and Welland Counties being among the richest agricultural sections of Ontario.

BUFFALO	$1,031,054,890
ERIE COUNTY	287,057,340
(excluding Buffalo)	
NIAGARA COUNTY	228,341,470
12 CANADIAN COMMUNITIES	78,505,295
TOTAL	$1,624,958,995

TWELVE CANADIAN COMMUNITIES

ST. CATHARINES	$ 28,768,500
THOROLD	2,858,961
NIAGARA-ON-THE-LAKE	855,318
MERRITTON	1,655,084
PORT DALHOUSIE	857,943
PORT COLBORNE	6,726,980
WELLAND	11,697,944
FONTHILL	314,945
NIAGARA FALLS	18,678,457
HUMBERSTONE	910,000
BRIDGEBURG	3,011,000
FORT ERIE	2,170,163
TOTAL	$ 78,505,295

ASSESSED VALUE OF CANADIAN FARMS

LINCOLN COUNTY (entire)	$25,489,407
WELLAND COUNTY (entire)	$22,362,747
TOTAL	$47,852,154*

* The value of farm property cannot be shown for the farms within the limits of the Niagara Area on the Canadian side. The above figures are for the entire two counties of Lincoln and Welland, the larger portion of which lies within the Niagara Area.

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STARTER
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DURABILITY
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A BUFFALO PRODUCT

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The Brooks Steam Bus. Demonstrations on request.

"Proof of efficiency" is our method of introducing
The Brooks Steam Bus to bus operators.

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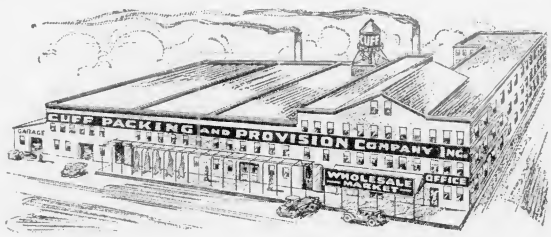

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HAMS, BACON, LARD, SAUSAGES,
AND FULL LINE OF MEAT PRODUCTS

PREPARED BY

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BUFFALO, N. Y.

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Beyer Accountants
(*Member C. of C.*)

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BUFFALO NEW YORK

MANUFACTURING IN BUFFALO

(U. S. Census of Manufactures, 1927)

THIS table presents statistics for all industries for which separate figures can be given without disclosing the operations of individual establishments. Some of the "Miscellaneous Industries" are, however, of greater importance than certain industries which are shown separately. The statistics refer only to establishments actually located within the political boundary of the city. No data is included for establishments having products valued at less than $5,000.

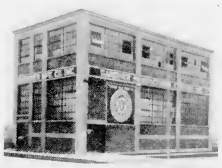
	No. of Establishments	Wage Earners (Average for year)	Wages	Cost of materials, fuel, and power	Value of products
ALL INDUSTRIES, 1927	**1,361**	**63,615**	**$95,125,983**	**$402,605,992**	**$649,301,599**
AIRCRAFT AND PARTS (not including airplane motors)	4	431	794,425	1,159,152	2,817,010
BEVERAGES	29	211	285,472	585,593	1,305,895
BOOTS AND SHOES, other than rubber	8	626	631,847	1,120,489	2,255,532
BOXES, paper and other, not elsewhere classified	13	1,384	1,266,502	2,066,940	5,668,821
BRASS, BRONZE, and other nonferrous alloys, & manufactures of these alloys & of copper, not specifically classified	19	1,829	2,812,669	12,721,388	18,122,895
BREAD and other bakery products	164	2,205	2,944,196	9,833,502	21,545,320
CAR and general construction & repairs, steam railroad repair shops	14	4,071	6,366,731	6,467,612	13,812,857
CLOTHING, (except work clothing). Men's, youths', & boys', not elsewhere classified	33	1,371	1,828,508	3,494,362	7,182,797
CLOTHING, women's exclusive of corsets & allied garments & garments made in knitting mills	13	637	526,232	1,374,920	2,785,671
COFFEE & SPICE, roasting & grinding	9	33	49,223	2,923,336	4,169,124
CONFECTIONERY	24	369	311,706	1,331,288	2,396,372
COPPER, TIN & SHEET IRON WORK, including galvanized iron work, not elsewhere classified	22	230	394,891	462,326	1,337,464
ELECTRICAL MACHINERY, apparatus & supplies	16	2,249	2,784,937	4,588,711	12,371,769
ENGINES, turbines & waterwheels	7	1,398	2,597,225	2,316,114	5,992,887
FEEDS, prepared, for animals and fowls	7	414	641,380	20,166,333	24,974,770
FLOUR & other grain-mill products	8	1,286	1,911,374	72,076,427	83,673,997
FOOD PREPARATIONS, not elsewhere classified	11	57	60,671	586,186	1,117,075
FOUNDRY & machine shop products, not elsewhere classified	93	5,540	8,679,736	11,857,916	29,849,540
FUR GOODS	19	155	229,470	594,318	1,181,327
FURNITURE, including store & office furniture	23	1,338	1,611,672	2,913,951	6,772,892

The Story of 101

In 1920, J. A. Gardiner was living in the building pictured above, which was situated on Lockport St., and South Avenue, Niagara Falls, N. Y. Here he completed the chemical formula that he had long been seeking—an inexpensive solution which combined the properties of germicide, cleanser, deodorant, bleach, stain remover and sterilizer, yet which was absolutely safe to humans and to most fabrics. He named this wonderful solution 101 because it had a hundred and one very valuable uses.

That first year Mr. Gardiner made and sold exactly 1,386 bottles of 101. As he was alone and unable to hire any help he manufactured it in the evening, bottling and labeling it by hand in the early morning and sold it from house to house throughout the day, taking time to explain its uses carefully to each purchaser.

This work was extremely hard and the most discouraging part of the building of this wonderful business, for some people would not believe that so many almost miraculous qualities could be contained in one product and many doors were unceremoniously slammed in Mr. Gardiner's face. However, he went doggedly on with the conviction that his product would eventually overcome all doubts.



282-284 So. Park Avenue, where 101 was made from 1922 to 1929. At the top of the page is the building at Lockport & So. Ave., Niagara Falls N. Y. where 101 was made from 1920 to 1922.

Gradually those housewives who bought a bottle at the door, tried it and found that everything claimed for it was true. They passed the word along to their friends and relatives and, in this way, the fame of 101 grew so rapidly that, in 1922, larger quarters were necessary. As the demand from Buffalo had grown to very large proportions, the plant on South Park Avenue was purchased and the business was moved there.

In this new home automatic machinery with a daily capacity of 4,000 bottles was installed with the thought that this would take care of the demand for many years to come. But the popularity of 101 far exceeded the hopes of its originator and in 1928, when it required over three million bottles to satisfy the demand, more space became essential. The building shown below was purchased January 1st, 1929.

The machinery in this new building can supply 10,000 bottles of 101 every day of the year and preparations are under way for further expansion. One of the machines in the new plant, the bottle washer, is 32 feet long and weighs 18 tons when operating. This machine not only washes but sterilizes every bottle and was installed with the thought that, as a large amount of the output is being used for medicinal purposes, the bottles should be as clean as a milk bottle.

The fame of 101 has traveled so far and wide that millions of housewives have found in 101 an absolute necessity in caring for their homes and families. Many write and thank the Gardiner Manufacturing Co., Inc., for keeping it on the market, but if it had not been for the energy, determination and business courage of one man, combined with the super-confidence which he had in his product, they would never have been able to procure so useful a product and at so low a price

The New Home of 101 at 160-174 Van Rensselaer St.

WIPING CLOTHS

SANITARY — TRIMMED

White — Colored — Underwear

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The W. L. LOESER CO.

Jeff. 0443 30-50 WASSON ST.

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BUFFALO, N. Y.

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STRUCTURAL STEEL

and

IRON WORK

SMALL BALERS

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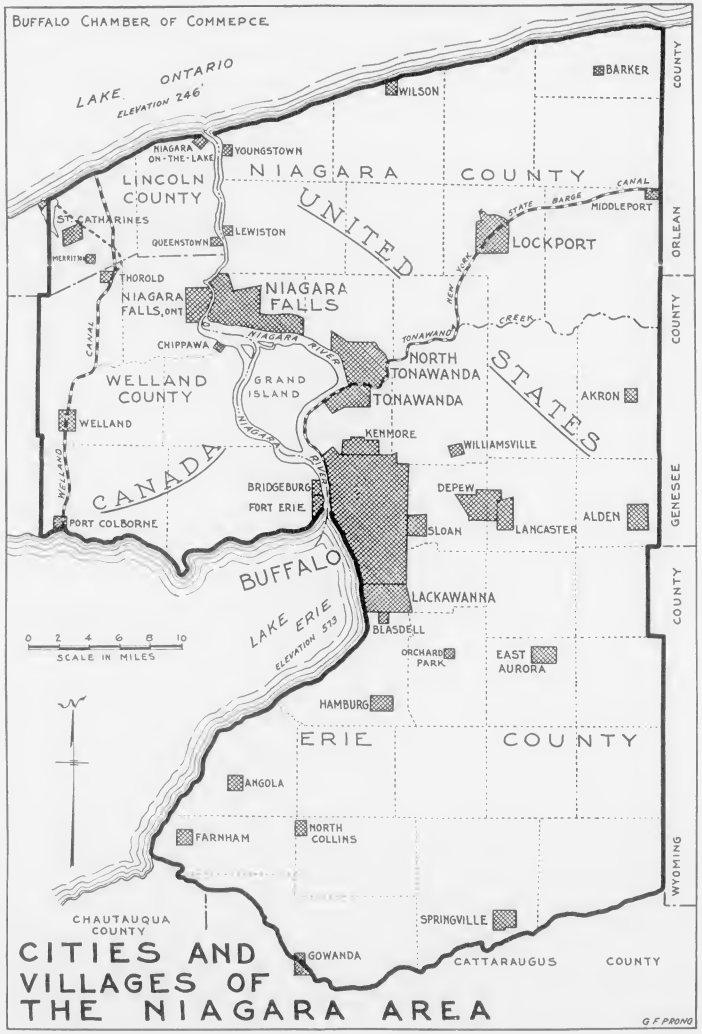
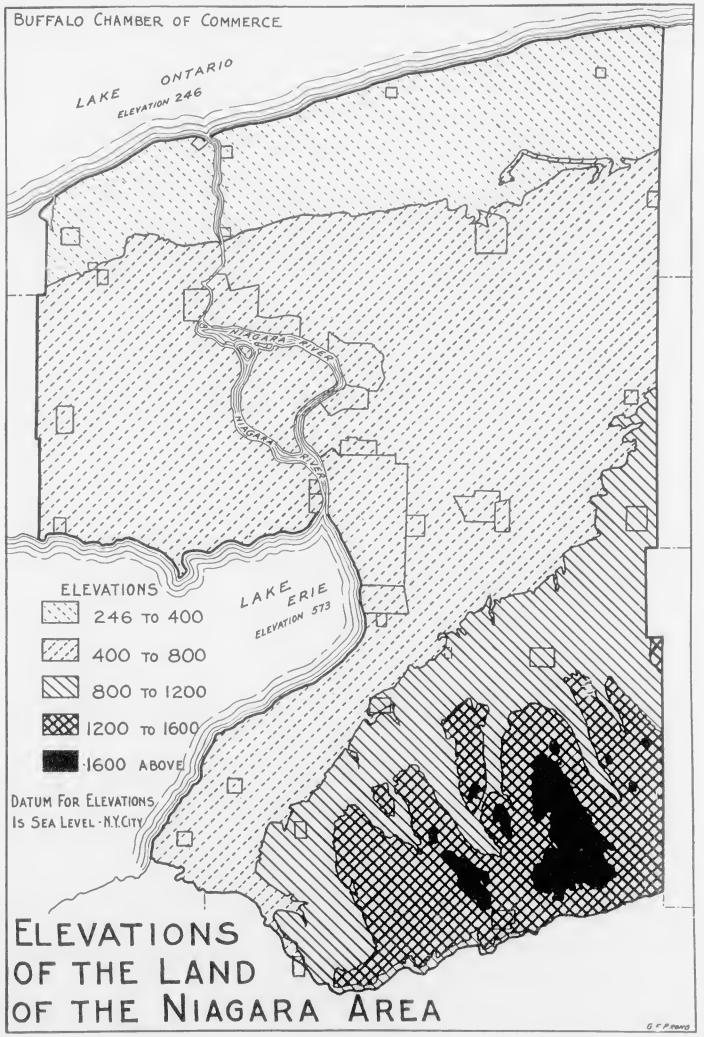
The W. L. LOESER CO.

Jeff. 0443 30-50 WASSON ST.

MANUFACTURING IN BUFFALO, Cont'd

	No. of Establishments	Wage Earners (Average for year)	Wages	Cost of materials, fuel, and power	Value of products
HARDWARE, not elsewhere classified	6	703	948,937	1,344,976	3,352,489
ICE, manufactured	9	212	338,718	216,892	1,924,267
IRON & STEEL-BLAST FURNACES.	3	653	1,215,057	11,941,946	14,875,137
IRON & STEEL: steel works & rolling mills	5	2,460	4,101,871	9,110,732	16,437,550
JEWELRY	21	231	359,627	671,952	1,520,849
LEATHER: Tanned, curried & finished	3	241	315,882	1,976,838	2,691,884
LITHOGRAPHING	5	419	612,817	1,514,299	2,813,641
MALT	4	68	117,592	2,422,033	2,897,177
MARBLE, GRANITE, SLATE & other stone products	7	207	432,412	493,056	1,257,439
MATTRESSES & bed springs not elsewhere classified	4	168	211,290	627,945	1,231,765
MOTOR-VEHICLE BODIES and motor-vehicle parts	24	3,114	5,139,248	12,575,181	24,220,409
MOTOR VEHICLES, not including motorcycles	5	3,966	6,653,114	58,654,536	77,825,868
PATENT & PROPRIETARY MEDICINES & compounds	24	232	213,096	1,472,534	4,757,295
PAVING MATERIALS, other than brick or granite	4	196	292,835	350,797	1,182,516
PERFUMES, cosmetics & other toilet preparations	12	156	169,778	994,814	2,812,618
PLANING MILL PRODUCTS not made in planing mills connected with saw-mills	37	713	1,020,687	2,220,026	4,144,530
PRINTING & PUBLISHING, book & job	109	1,317	1,976,156	2,363,857	7,347,146
PRINTING & PUBLISHING, newspaper & periodical	30	884	2,105,889	3,319,881	10,269,225
SAUSAGE, meat puddings, headcheese, etc. & sausage casings not made in slaughtering & meat packing establishments	18	148	248,503	2,379,546	3,028,940
SLAUGHTERING & MEAT PACKING, wholesale	28	1,579	2,528,728	39,184,811	45,854,706
SOAP	5	115	118,110	1,015,212	1,472,386
STRUCTURAL & ORNAMENTAL STEEL & IRON WORK not made in rolling mills	16	692	1,215,506	2,826,348	5,505,956
MISCELLANEOUS INDUSTRIES	**235**	**16,638**	**$ 24,586,368**	**$ 78,449,563**	**$ 145,061,721**
TOTALS FOR ERIE COUNTY					
All industries:	**1,589**	**83,681**	**$125,606,622**	**$501,459,445**	**$ 835,574,204**
TOTALS FOR NIAGARA COUNTY					
All industries:	**313**	**21,393**	**$ 32,296,533**	**$103,874,600**	**$188,344,409**
TOTALS FOR ERIE & NIAGARA COUNTIES					
All industries:	**1,902**	**105,074**	**$157,903,155**	**$605,334,045**	**$1,023,918,613**


BUFFALO CHAMBER OF COMMERCE
LAKE ONTARIO
ELEVATION 246
WILSON
BARKER
NIAGARA ON-THE-LAKE
YOUNGSTOWN
NIAGARA COUNTY
LINCOLN COUNTY
ST. CATHARINES
QUEENSTON
LEWISTON
STATE BARGE CANAL
MIDDLEPORT
LOCKPORT
MERRITTON
THOROLD
NIAGARA FALLS, ONT
NIAGARA FALLS
NEW YORK
CANAL
CHIPPAWA
NIAGARA RIVER
TONAWANDA CREEK
NORTH TONAWANDA
WELLAND COUNTY
GRAND ISLAND
AKRON
WELLAND
KENMORE
WILLIAMSVILLE
CANADA
BRIDGEBURG
FORT ERIE
DEPEW
ALDEN
PORT COLBORNE
SLOAN
LANCASTER
BUFFALO
LACKAWANNA
LAKE ERIE
ELEVATION 573
BLASDELL
0 2 4 6 8 10
SCALE IN MILES
ORCHARD PARK
EAST AURORA
HAMBURG
ERIE COUNTY
ANGOLA
FARNHAM
NORTH COLLINS
CHAUTAUQUA COUNTY
SPRINGVILLE
GOWANDA
CATTARAUGUS COUNTY
ORLEAN COUNTY
GENESEE COUNTY
WYOMING COUNTY
CITIES AND VILLAGES OF THE NIAGARA AREA
G.F.PRONG


BUFFALO CHAMBER OF COMMERCE
LAKE ONTARIO
ELEVATION 246
NIAGARA RIVER
LAKE ERIE
ELEVATION 573
ELEVATIONS
246 TO 400
400 TO 800
800 TO 1200
1200 TO 1600
1600 ABOVE
DATUM FOR ELEVATIONS IS SEA LEVEL - N.Y. CITY
ELEVATIONS OF THE LAND OF THE NIAGARA AREA
G.F.PRONG

RESOURCES OF THE NIAGARA AREA

	City Buffalo	Metropolitan Buffalo	Canadian Area (10 communities)	Total Niagara Area
POPULATION	555,800	827,053	89,626	916,679
NUMBER FAMILIES	124,890	185,500	19,920	205,420
*OWNED HOMES	44,297	76,418	11,847	88,265
*RENTED HOMES	70,572	93,803	7,626	101,429
SCHOOL REGISTRATION Public and private in grades, high school and college.	134,933	202,329	16,727	219,056
TELEPHONES	127,744	166,741	18,568	185,309
GAS METERS	140,000	not available	13,953	
ELECTRIC METERS	169,000	201,396	19,984	221,380
†PASSENGER AUTOMOBILES	145,712	175,265	17,237	192,502
†COMMERCIAL AUTOMOBILES	23,131	28,852	2,897	31,749
BANK DEPOSITS	$ 611,127,921	$ 740,226,921	not available	
ASSESSED VALUATION	$1,031,054,890	$1,546,453,700	$ 80,311,238	$1,626,764,938
CROP VALUES		$ 12,544,557	$ 4,746,418	$ 17,290,975
LIVESTOCK PRODUCTION		$ 7,759,522	No Census	
MANUFACTURING PLANTS	1,361	1,902	261	2,163
INDUSTRIAL WORKERS	63,615	105,074	12,630	117,704
COST RAW MATERIALS	$ 402,605,692	$ 606,334,045	$ 53,525,714	$ 659,859,759
WAGES PAID INDUSTRIAL EMPLOYEES Exclusive of Salaries.	$ 95,125,983	$ 157,903,155	$ 16,144,330 (a)	$ 174,074,485
VALUE MANUFACTURED PRODUCTS	$ 649,301,599	$1,023,918,613	$105,940,644	$1,129,859,257

†County figures; cities not compiled separately. *U. S. Census of 1920 for U. S. Area and 1928 for Canada.
(a) Canadian figures includes salaries.

RESOURCES OF CANADIAN COMMUNITIES OF THE NIAGARA AREA

Community	Population	Number of Families	Owned Homes	Rented Homes
HUMBERSTONE	2,000	500	425	75
WELLAND	10,141	2,472	1,236	1,236
ST. CATHARINES	29,000	6,320	3,224	2,591
PT. COLBORNE	6,200	1,500	1,271	589
THOROLD	5,812	1,200	820	400
NIAGARA-ON-THE-LAKE	1,600	....	....	....
MERRITTON	2,570	650	536	111
PT. DALHOUSIE	1,600	600	588	12
NIAGARA FALLS	25,403	5,500	3,355	2,000
BRIDGEBURG-FORT ERIE	5,300	1,178	392	612
TOTAL	89,626	19,920	11,847	7,626

Community	Telephones	Gas Meters	Electric Meters	Assessments
HUMBERSTONE	200	350	530	$ 910,000
WELLAND	1,700	2,500	2,712	11,697,944
ST. CATHARINES	6,617	4,600	6,500	28,768,500
PT. COLBORNE	1,400	1,628	1,500	6,726,980
THOROLD	822	929	1,400	2,858,961
NIAGARA-ON-THE-LAKE	268	....	446	855,318
MERRITTON	....	....	653	1,655,084
PT. DALHOUSIE	....	....	559	857,943
NIAGARA FALLS	6,461	2,959	4,500	20,560,345
BRIDGEBURG-FORT ERIE	1,100	987	1,184	5.420,163
TOTAL	18,568	13,953	19,984	$80,311,238

Community	Passenger Automobiles	Commercial Automobiles	School Registration
HUMBERSTONE	210	25	450
WELLAND	4,000	500	2,411
ST. CATHARINES	7,100	1,325	4,772
PT. COLBORNE	850	200	1,285
THOROLD	1,000	250	1,360
NIAGARA-ON-THE-LAKE	....	....	....
MERRITTON	....	....	....
PT. DALHOUSIE	....	....	....
NIAGARA FALLS	3,200	275	4,805
BRIDGEBURG-FORT ERIE	877	322	1,644
TOTAL	17,237	2,897	16,727

"Surely Buffalo Advances"

AMERICA'S Most Diversified Economic Unit—The Niagara Area—looks forward to the New Year with Strength and Confidence.

¶Diversity of Manufactures insures Prosperity.

¶On the map of the Nation's Business the Niagara Area is consistently "in the white."

¶The Niagara Area offers a unique combination in both manufacture and distribution.

¶For these reasons the eyes of the world are on the Niagara Area.

¶The Buffalo Chamber of Commerce is equipped to serve manufacturers seeking industrial locations.

Ask the
Industrial Trade Development Department
of the

BUFFALO CHAMBER OF COMMERCE
or Any Chamber of Commerce in the Area

A Tower of Progress

This $7,000,000 City Hall will be completed in time for the celebration in 1932 of Buffalo's 100th anniversary as a corporate city

INTENTIONAL SECOND EXPOSURE

A Tower of Progress

This $7,000,000 City Hall will be completed in time for the celebration in 1932 of Buffalo's 100th anniversary as a corporate city

BUFFALO

POPULATION: 570,000.

LOCATION: On Lake Erie and at the western end of the Barge Canal. At junction of water, rail, highway and air routes and opposite Canada. Twenty-two miles from Niagara Falls.

TRANSPORTATION: Thirteen railroads. Street car and bus service. Water transportation by lake, river and canal. Aerial passenger and air-mail lines.

UTILITIES: City-owned water supply, new filtration plant, two pumping stations, one the largest municipal pumping plant under one roof in the world. Mixed natural and artificial gas. Cheap and continuous hydro-electric power from Niagara Falls.

BANK DEPOSITS: $621,402,242.

SCHOOLS: 170 grade schools, 11 high schools, 4 vocational schools, 2 continuation schools. University of Buffalo, 2 colleges, State Teachers College. Private schools. Extensive night school system. Registration: 144,933, including continuation and evening schools, exclusive of summer schools, private schools and colleges.

CHURCHES: 350.

HOTELS: 115.

NEWSPAPERS: Buffalo Evening News—daily; Buffalo Times—daily and Sunday; Courier-Express—daily and Sunday; Polish Everybody's daily—the Volksfreund—daily. 11 community newspapers.

NUMBER OF INDUSTRIES: 1,361 (U. S. Census 1927).

NUMBER OF WAGE EARNERS: 63,615.

WAGES PAID INDUSTRIAL WAGE EARNERS: $95,125,983.

VALUE OF MANUFACTURED PRODUCTS: $649,301,599.

CHIEF PRODUCTS: Iron and steel products, flour and grain, rubber goods, aircraft, motor vehicles, bodies and parts, slaughtering, meat packing, foundry and machine shop products, planing mill products, furniture, engines, electrical apparatus and machinery, clothing, car construction and repairs, baked goods, brass, bronze and copper products, chemicals and coal tar dyes, and boxes.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION ABOUT BUFFALO, CORRESPOND WITH

SAMUEL B. BOTSFORD, Secretary and General Manager

BUFFALO CHAMBER OF COMMERCE

BUFFALO, N. Y.

Buffalo

CENTRAL TO THE WEALTHIEST MARKET IN AMERICA

◆

Largest city in the Niagara Area, famed as a steel and milling center, noted for its cultural institutions and converging point for transcontinental and international rail, water and air lines.

BUFFALO, largest city in the great industrial district known as the Niagara Area,—center of trade between United States and Canada—unquestionably occupies a unique position in commercial and industrial advantages. At the eastern end of the Great Lakes, America's great inland waterway—at the western end of the Barge Canal system, running through the wealthiest state of the country—having water connection with the entire Atlantic seaboard, Panama and the Pacific—at the central point of the largest and wealthiest market territory in America—surrounded by a complete variety of raw material resources—with the power of Niagara Falls at its door—Buffalo has all the requisites of a great industrial community.

Accessible to Raw Materials

Economic production is determined by four main factors — climate, power resources, accessibility of raw materials and labor conditions. In these Buffalo is fortunate. Located in the center of the so-called "energy band" where the climate is best suited to productive activity, it has the most uniform temperature of any industrial city east of the Rocky Mountains. Niagara Falls, the greatest single source of hydro-electric power in the country, is at its door. Coal and gas may be obtained directly from the fields of Pennsylvania, Ohio and West Virginia, and raw materials are brought from the vast, undeveloped Canadian region, the Great Lakes country and the rich territory surrounding the city itself.

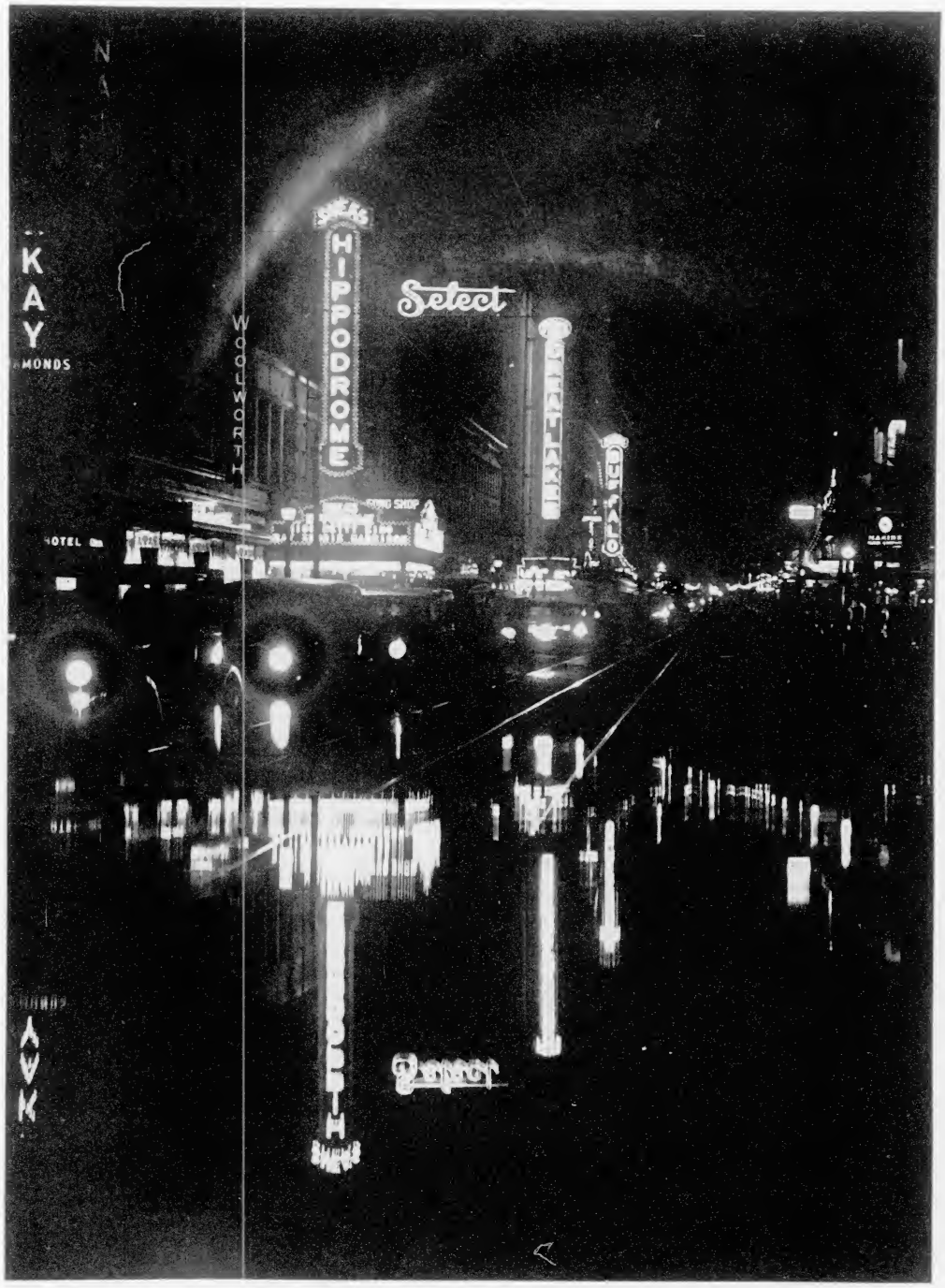
The stability of a city's labor condition is in direct proportion to the variety of its industries. In Buffalo, then, where there is a greater diversity of industry than in any other American city, it is not surprising that a serious business depression is practically unknown. Of the more than 300 classifications of manufacture listed in the United States Census of 1927, nearly 70 percent are represented in Buffalo, and no one industry equals more than ten percent of the total production of the city.

There are, however, certain industries known as "key industries" upon which most other lines of manufacture depend. Four of these are located in Buffalo — steel, lumber, grain and rubber. The sources of supply for these key industries are practically permanent at the places from which the city is supplied, and it is a fair conclusion that their influence upon the city's business will also be permanent.

Steel Production 3,000,000 Tons

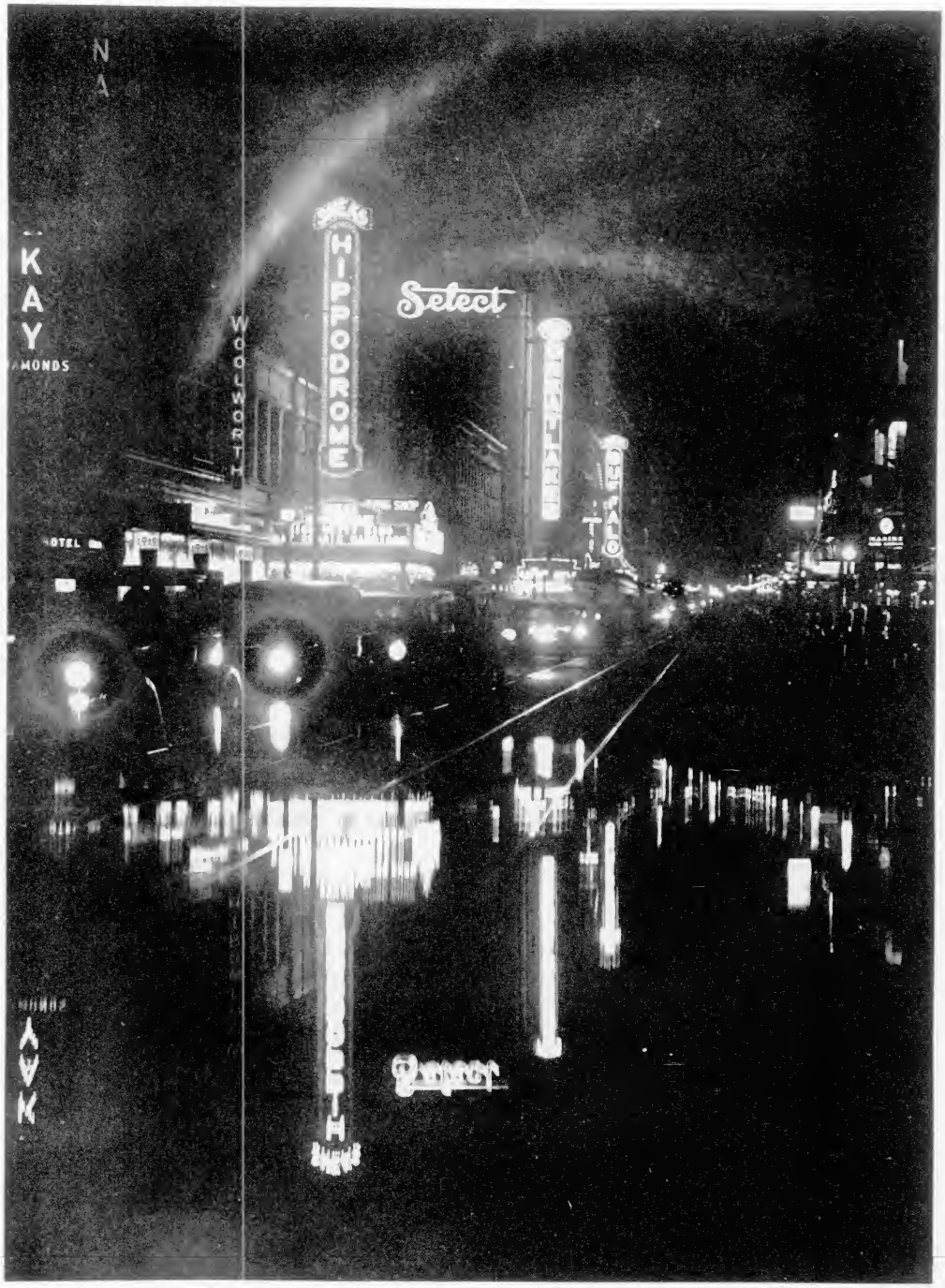
Steel and steel products are Buffalo's largest single item of manufacture. During the navigation season, ores from northern Michigan and the Superior fields may be deposited here directly from the steamer. Coal, coke and limestone are easily assembled and an inexhaustible source of water power is always available. The three largest steel plants in the district—Bethlehem Steel Co., Donner Steel Co. and the Wickwire-Spencer Steel Corpor-

Buffalo ranks sixth among United States ports and is one of the ten greatest ports in the world.



Buffalo's Great White Way

INTENTIONAL SECOND EXPOSURE



Buffalo's Great White Way

ation—employ 13,000 persons and have an aggregate yearly production of more than 2,000,000 tons. The production of the smaller Buffalo steel companies brings the total for the district close to 3,000,000 tons a year.

Transshipment at Buffalo has determined the assorting, drying and reshipment of lumber here and has made the city a powerful center for this industry. While it is true that a shifting of the source of supply has greatly diminished the lumber business in Buffalo during the past few years, it is still an important industry of the community. The United States Census of 1927 showed a total of $11,523,904 in lumber manufactures for the year.

Is World Grain Center

Buffalo's particular advantage for the rubber industry lies in its almost unlimited supply of chemically suitable water. This was the determining factor in the decision of the Dunlop Tire and Rubber Corporation to locate its $25,000,000 American plant here, after a study of prospective locations in twenty-three cities of the country had been made.

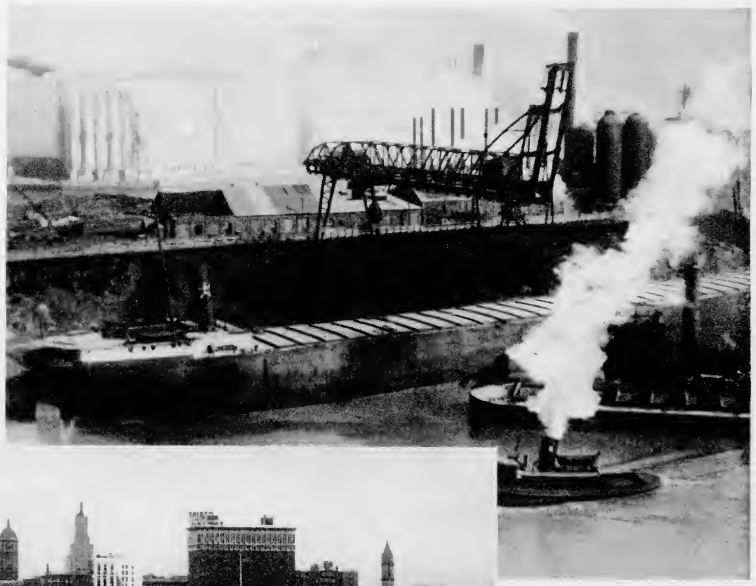
Buffalo is the world's greatest grain distributing port. Of the 574,000,000 bushels of grain shipped on the Great Lakes last summer, 300,000,000 bushels, more than half the total, were brought to Buffalo. Two hundred million bushels were reshipped from here to the eastern seaboard. Thirty million bushels were retained in 18 lake and 16 rail elevators for later consumption.

Fifty million bushels were ground into flour. In six years, Buffalo has increased its milling output from 6,000,000 to 10,000,000 barrels of flour a year, because the low transportation rates prevailing on the Great Lakes make it cheaper to bring grain to Buffalo and mill it here than to grind it into flour near the source of supply. Experts predict that a few years will make the city the milling center of the world.

Outstanding among the city's newer industries is aviation. During 1929 airplane and airplane engine manufacture in Buffalo totaled $13,904,328, placing the city in a leading position among American cities engaged in aircraft production. Nearly 400 planes were produced, valued at $5,977,382 and engines, parts and accessories totaled $7,926,946, according to the latest available figures. It is probable that a final report will show a total of $15,000,000.

Center of Richest Market

A consideration of Buffalo's market explains, in part at least, its phenomenal growth as a center of commerce. There are more than 70,000,000 people of the United States and two-thirds of the population of Canada within a radius of 500 miles. More than 80% of the net income tax paid to the United States government comes from within this circle. Eighty percent of the country's merchandise—eighty percent of its automobiles—are sold within this territory's borders. It includes twenty-eight of the fifty largest cities in the country. It includes 152, more than half the cities in United States. It is the most densely populated, wealthiest section of America.



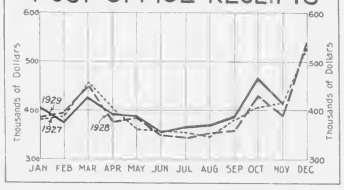
Unloading ore from a lake freighter at the plant of the Buffalo Furnace Company.

The skyline of Buffalo from the entrance to Buffalo River.

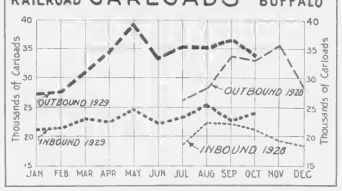
BUSINESS INDICATORS OF BUFFALO

By William N. Kessel
C of C Industrial Research and Civic Service Department

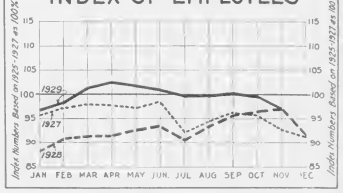
POST OFFICE RECEIPTS



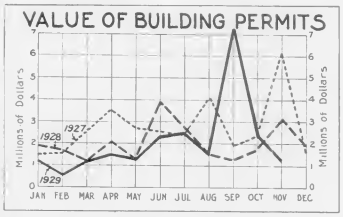
RAILROAD CARLOADS BUFFALO



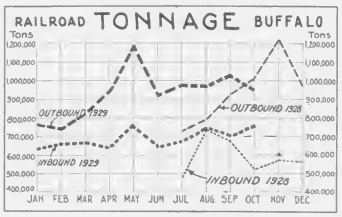
INDEX OF EMPLOYEES



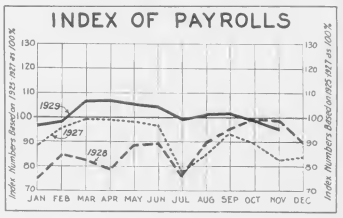
VALUE OF BUILDING PERMITS



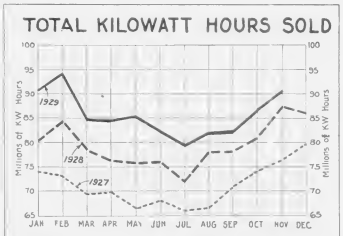
RAILROAD TONNAGE BUFFALO



INDEX OF PAYROLLS

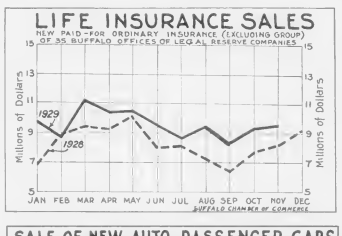


TOTAL KILOWATT HOURS SOLD

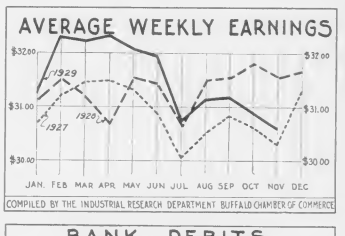


LIFE INSURANCE SALES

NEW PAID-FOR ORDINARY INSURANCE (EXCLUDING GROUP) OF 35 BUFFALO OFFICES OF LEGAL RESERVE COMPANIES

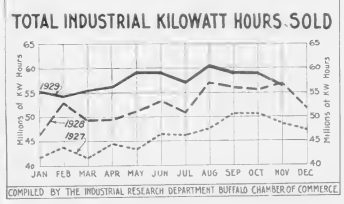


AVERAGE WEEKLY EARNINGS



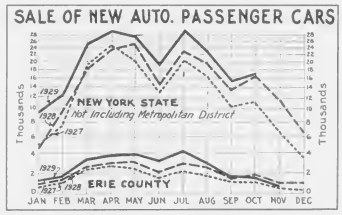
COMPILED BY THE INDUSTRIAL RESEARCH DEPARTMENT BUFFALO CHAMBER OF COMMERCE

TOTAL INDUSTRIAL KILOWATT HOURS SOLD

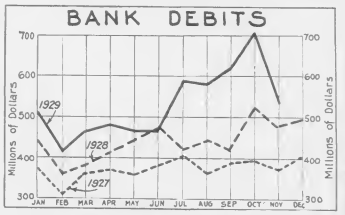


COMPILED BY THE INDUSTRIAL RESEARCH DEPARTMENT BUFFALO CHAMBER OF COMMERCE

SALE OF NEW AUTO. PASSENGER CARS

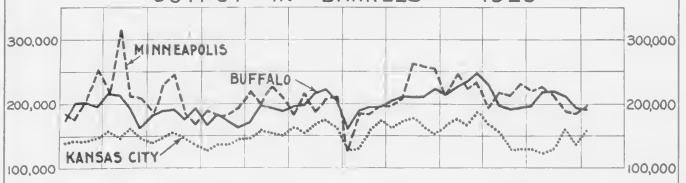


BANK DEBITS

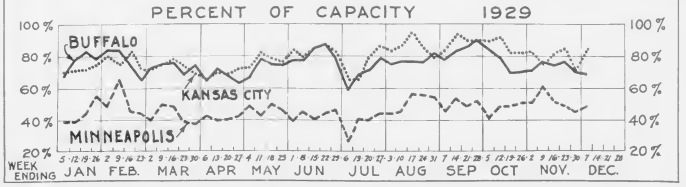


FLOUR MILLING ACTIVITIES

OUTPUT IN BARRELS 1929



PERCENT OF CAPACITY 1929

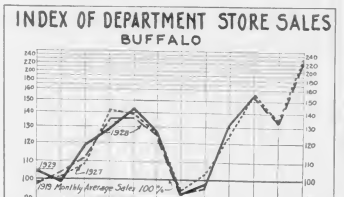


INDEX OF DEPARTMENT STORE SALES

SECOND DISTRICT FEDERAL RESERVE SYSTEM (N.Y. STATE)

INDEX OF DEPARTMENT STORE SALES

BUFFALO



Given the products and the endless demands of this vast market, there remains the vital question of distribution. Buffalo reaches its customers through lake, rail, canal, highway and, increasingly, by air.

Second Rail Center in U. S.

Buffalo is ranked among the ten greatest ports of the world. To this fact, probably more than to any other, it owes its position among the great industrial centers of the country. More than $200,000,000 has been invested in industries along its 37.4 miles of developed waterfront, over $60,000,000 of which has come within the past five years. The freight handled across its docks is first in value of all inland ports of the country. It is second in tonnage on the Great Lakes. The value of this freight has averaged $610,482,000 for the past five years, with an annual tonnage approximating 19,552,000 tons. Twenty-five percent of all commerce between United States and Canada is concentrated in the Buffalo customs district and it is the point of distribution for 97% of all the water-borne commerce of the Niagara Area.

Thirteen railroads operating into the city and maintaining 700 miles of tracks within the city limits make this the country's second largest railroad center. Eleven of these lines represent over 19% of the total railroad mileage of United States and Canada. They are New York Central, Erie, Pennsylvania, Delaware-Lackawanna and Western, Lehigh Valley, Buffalo-Rochester and Pittsburgh, Grand Trunk-Canadian National, Michigan Central, Wabash, Nickel Plate and Pere Marquette. Three belt lines, operated by the New York Central, Erie and Lackawanna, make a complete circle and tap all sections of the city. In addition, two industrial roads serve the inner harbor area, the Buffalo Creek reaching most of the elevators and the principal flour mills of the city. The South Buffalo line has already opened to manufacturers a large tract of land just south of the city and is capable of further expansion to meet the needs of the rapid industrial growth of the region. Lake and rail transportation are connected through the lake warehouses of the New York Central, Erie, Lehigh Valley, Pennsylvania, Delaware-Lackawanna and Western, Buffalo-Rochester and Pittsburgh and Buffalo Creek lines.

Supplementing lake and rail traffic is the Barge Canal System, with a capacity of approximately 20,000,000 tons a year.

Famed as City of Homes

Such is Buffalo's industrial life. Retroactively, a great industrial city becomes a great residential city. Buffalo business men are alive to the fact that living conditions directly influence production. Their enthusiasm is contagious. As it grows, the city grows.

Has Model Park System

In recent years there has been built up in the city one of the finest municipal park systems in the country. The ten large parks and several smaller ones of which it is composed are spread throughout the city and bring recreational facilities within the reach of all the people. Delaware Park, the largest, covers 365 acres.

Buffalo is singularly fortunate in having an abundant supply of clear, pure water immediately available from Lake Erie. This is brought to the city through two pumping stations with a capacity of 270,000,000 gallons a day. The city filtration plant has a daily capacity of 200,000,000 gallons.

Largest City Hospital

Buffalo has more than 350 churches of all denominations. It has thirteen hospitals with a total of 3,612 beds, 3.5 beds per one thousand of population. The Buffalo City General Hospital is considered the largest and finest in the country at the present time. The city has a public library with thirteen branches, containing 517,938 volumes. It has the Grosvenor Library, fourth largest reference library in the country, which contains 200,000 volumes. Its Albright Art Gallery, Museum of Natural Science and Historical Building are highly rated and extensively used.

Some of the finest retail stores in America make Buffalo's Main Street a busy shopping center.

Metropolis of Area

Thus the progress of a city is an endless chain. Industry stimulates civic development. Civic development provides for the building of schools and other cultural institutions and the promotion of recreational projects. Recreational projects affect labor conditions. And labor conditions affect industry. In this maze of work to be done, the foresighted city starts with a definite, well-studied planning program for civic building and the welfare of its citizens. It is the wisely human, wisely industrial, wisely economic thing to do. Buffalo has realized this. And steadily it nears its goal as the great metropolis of the future.

BRIDGEBURG-FORT ERIE

POPULATION: 5,300.

LOCATION: Directly across the Niagara River from Buffalo are the Canadian communities of Fort Erie and Bridgeburg.

TRANSPORTATION: Canadian National and Canadian Pacific Railways, Michigan Central, Wabash and Pere Marquette R. R.s. Niagara River. International Bridge car service to Buffalo.

UTILITIES: Municipally-owned water, electric light and sewerage systems.

SCHOOL REGISTRATION: 1,644.

CHURCHES: 4.

HOTELS: 7.

NEWSPAPER: The Bridgeburg Review—weekly.

NUMBER OF INDUSTRIES: 20.

NUMBER OF WAGE EARNERS: 183.

WAGES PAID INDUSTRIAL EMPLOYEES: $269,669.00.

VALUE OF MANUFACTURED PRODUCTS: $1,910,582.00

CHIEF PRODUCTS: Refrigerators, lumber, varnish, tools, gold refining products, patent medicines, typewriters, furniture polish, patent foods, hot air registers, foundry steel products.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT BRIDGEBURG - FORT ERIE, CORRESPOND WITH

A. E. RAY, Secretary

BRIDGEBURG-FORT ERIE CHAMBER OF COMMERCE

BRIDGEBURG, ONTARIO

Bridgeburg - Fort Erie

AMERICAN MANUFACTURERS HAVE REALIZED THE ADVANTAGES

◆

A recent engineer's survey of the Canadian Niagara district explains why the location of Bridgeburg-Fort Erie makes it an increasingly important industrial unit of the Area.

DIRECTLY across the Niagara River from Buffalo, and almost in the shadow of its great industrial plants, are the Canadian communities of Fort Erie and Bridgeburg. Actually, they are separate towns, but for practical economic purposes they are considered as one geographical unit.

Each part of the combined community occupies approximately one square mile. Generally speaking, Fort Erie is becoming the residential area and Bridgeburg the manufacturing area. The difference in population, however, is not large, Fort Erie having approximately 2,200 persons and Bridgeburg 3,100 according to figures compiled in 1927.

The location of the Canadian terminus of the Peace Bridge, great engineering project spanning the Niagara River from Buffalo, in Bridgeburg-Fort Erie has given to that community an impetus which it would probably not otherwise have enjoyed. American manufacturers have realized the advantages of operating American and Canadian branches under one head. Here, where the international boundary lies somewhere buried under the swift Niagara, such an organization is possible, and industries with plants on both sides of the river can easily assemble raw materials and can reach quickly and without difficulty the two greatest markets in the world.

This is more strikingly shown in the fact that, of the community's more than twenty industries, all but six are branches of Buffalo manufacturing concerns.

European Labor Plentiful

The industries are American Separator Co., Arner Co., Canadian Casket Co., Canadian Jewett Refrigerator Co., Century Telephone Const. Co., Dr. P. Harold Hayes Co., Hope Lumber, Ltd., Horton Steel Works, Jell-O Company of Canada, King Quality Products, Liquid Veneer Co., Mentholatum Co., Niagara Hy Tool Co., Ontario Refractories Co., Pratt & Lambert, Inc., Remington-Rand Co., Spencer Kellogg & Sons, Inc., Taylor Specialty Co., Toddy Company of Canada, Trico Products Corp. of Canada, Tuttle & Bailey Mfg. Co., Williams Gold Refining Co. and World's Dispensary Med. Assn.

These industries employ at the present time nearly 200 persons, to

Here, where the international boundary lies buried somewhere beneath the swift Niagara, industries with plants on both sides of the river can reach quickly the two greatest markets in the world.

Canada's Vast Market

Is at Your Front Door!

26 American branch plants have located in the BRIDGEBURG-FORT ERIE Industrial Area. (4 of them last year).

Economical Distribution

Are you distributing in Canada on an economical basis?—Are your Canadian customers paying a premium in the form of high customs duties in order to handle your goods?

Foreign Branch

Canada—America's best customer—is closer to you than a large part of your domestic territory.

A modest plant located in the BRIDGEBURG-FORT ERIE Industrial Area opens new avenues of trade in Canadian and British markets.

With comparatively little expense, you can now have a *foreign branch* just across the Peace Bridge — a stone's throw from the home plant—with executive offices on the American side.

Ask for further information

NIAGARA-FRONTIER INDUSTRIAL COMMISSION
BRIDGEBURG

whom they pay annually $269,699 in wages. Manufactured products have a yearly value of approximately $1,910,582. Among the chief products are refrigerators, lumber, varnish, tools, gold refining products, patent medicines, typewriters, furniture polish, patent foods, hot air registers and foundry steel products.

Bridgeburg-Fort Erie's labor supply is much larger than it would ordinarily seem. There is not only the population of the two towns and the neighboring farm population, but there is also a large number of highly skilled European working men who come from Canada, with the intention of crossing into the United States to live. On account of immigration restrictions it is necessary for these immigrants to stay on the border for several years before they are reached in the quota. Many of these are employed in the present industries of Bridgeburg and others are available for additional plants to be established.

Four Banks Serve Towns

Electric power is supplied by the Canadian Niagara Power Company, whose hydro-electric plant is in Niagara Falls, Ontario. Here, as in all communities of the Niagara Area, hydro-electric power is constant and cheap.

Railroad facilities are unusually good for a community of this size. Railroads operating into the towns include the two great Canadian railroad systems, the Canadian Pacific and the Canadian National, and in addition the Michigan Central, the Wabash and the Pere Marquette.

Four banks serve Bridgeburg and Fort Erie,— the Royal Bank of Canada, Bank of Montreal, Standard Bank of Canada and the Postoffice Bank. All of these have tremendous assets, because of the Canadian banking system, which consists of a few large and powerful banks with several thousand branches. The banking facilities of the two towns are not limited to the size of the towns, but theoretically only by the capacity of the entire banks.

Peace Bridge Aids Trade

Exports and imports are another factor which has been affected by the opening of traffic across the Peace Bridge. During the year ending March 31, 1928, the imports and exports of the Frontier port of Bridgeburg, including the output of Fort Erie were:

IMPORTS ENTERED FOR CONSUMPTION	VALUE
Free goods	$2,252,772
Dutiable	3,073,974
Total	$5,326,746
EXPORTS	
Domestic	$71,675,623
Foreign	1,103,328

It would seem that the imports and exports of the Customs District of Buffalo should be approximately the same as the imports and exports of the Customs Port of Bridgeburg-Fort Erie. This, however, is not the case in regard to imports. The figures of the Canadian government cover only goods on which actual duties are paid at the port of Bridgeburg and do not cover the tremendous amount of shipments bonded through to various destinations. Only a small portion of firms pay duty at the border, so that these figures are no just indication of the amount of goods that actually cross the border at this point.

Many Favor Canadian Side

A recent survey of the Canadian Niagara Area by a leading firm of Canadian engineers gives some pertinent facts concerning its economic possibilities, and explains why the location of Bridgeburg-Fort Erie makes it an increasingly important community from an economic point of view. "With the improved transportation facilities now available via the Peace Bridge," the report states, "large numbers of Buffalo workers are acquiring home sites in adjacent areas. United States manufacturing organizations will establish Canadian branches along the Niagara Frontier in ever-increasing numbers. Of late years there has been an enormous increase in the number of people visiting Niagara Falls. Large increases are also noted each year in the summer population along the Lake Erie beaches, practically all of which comes from United States points. This has been particularly noticeable since the opening of the Peace Bridge."

The opening of the Peace Bridge has concentrated between Buffalo and Bridgeburg-Fort Erie the major flow of vehicular traffic between United States and Canada. It is not strange, then, that industrialists, business men and home seekers should look with increasing favor upon "the other end of the bridge."

Buffalo as the artist sees it from the mouth of Frenchman's Creek, just north of Bridgeburg on Niagara Falls boulevard

LANCASTER-DEPEW

POPULATION: 15,000.

LOCATION: Lancaster, an incorporated village of Erie County, N. Y., is situated ten miles east of Buffalo and immediately adjoins Depew to the south and southeast. Depew lies partly in the town of Lancaster and partly in the town of Cheektowaga.

TRANSPORTATION: New York Central Railroad, Lehigh Valley, R. R., Erie R. R., and the D. L. & W. R. R. Trolley lines within villages and connecting with Buffalo, also busses.

UTILITIES: Lancaster owns its water system; Depew uses Western New York water. Associated Gas and Electric System supplies both villages.

SCHOOLS: 5 high schools, 2 public high schools and 3 parochial and 6 grade schools.

CHURCHES: 14.

HOTELS: 1.

NEWSPAPERS: Lancaster Enterprise and Times and Depew Herald & Cheektowaga Times—weeklies.

NUMBER OF INDUSTRIES: 13.

NUMBER OF WAGE EARNERS: 3,700.

WAGES PAID INDUSTRIAL EMPLOYEES: $6,292,000.

CHIEF PRODUCTS: Machine saws, malleable castings, brick, bottles, dresses, machine knives, flour and feed mill products, sheet metal products, couplers and storage batteries, and flowers.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT LANCASTER-DEPEW, CORRESPOND WITH

J. F. PATTERSON, President

LANCASTER-DEPEW CHAMBER OF COMMERCE

LANCASTER, N. Y.

Lancaster - Depew

COMBINE IDEAL HOUSING CONDITIONS AND DIVERSIFIED EMPLOYMENT

◆

The two villages have a combined population of about 15,000 and the surrounding neighborhood 10,000, making a total population of 25,000 immediately adjoining the villages. This is a source of constant and abundant labor supply for the industries in the district.

THE combined communities of Lancaster and Depew, generally considered as one unit because of their geographical proximity, owe their importance to their industrial activity. Thirteen large factories are located within their boundaries, most of which are nationally known concerns owning extensive properties.

The largest factories are those of the Gould Coupler and Gould Storage Battery Company, which manufacture steel castings and storage batteries. The Gould plant occupies 65 acres and 34 buildings and has five miles of railroad tracks inside of fences. The Gould Storage Battery Company controls the manufacture of glass wool storage batteries in America, which are used by the United States Navy for submarine service. At present about 1700 people are employed by the two concerns.

Next in size are the locomotive shops of the New York Central Railroad, employing some 775 persons. The other large industries include the Magnus Company, Albert Godde Bedin, Inc., Hygeia Glass Corp., Lancaster Machine Knife Works (a division of E. C. Atkins Co.), Lancaster Malleables and Steel Corp., Buffalo Batt & Felt Corp., Lancaster Creamery Co., Quaker Oats Co., Associated Gas & Electric System, and W. J. Palmer & Sons Greenhouse, which covers 44 acres and has 2,000 square feet of glass.

These industries employ a total of about 3700 persons, with a yearly payroll approximating $6,292,000. Among their principal products are machine saws, malleable castings, brick, bottles, dresses, machine knives, flour and feed mill and sheet metal products.

This industrial activity is greatly influenced by the excellent transportation facilities available. The lines of the New York Central, Lehigh Valley, Erie and Delaware-Lackawanna and Western railroads pass through both villages and give them the freight rates of the Buffalo district. The water shipping routes

The giant plant of the Gould Coupler Co. has five miles of railroad track within its fences

Buffalo Ranks Third!

AN analysis made by "Sales Management" ranks Buffalo third among all cities of the United States in amount of spendable income . . . $1280 per capita.

Sales always follow buying power.

We have analyzed and plotted the buying power of Buffalo for the benefit of those who would increase sales in this fertile market.

Courier-Express

The Only Morning Newspaper covering a large, rich, responsive market

MACHWIRTH BROS. CO.

Roofing & Metal Work

BRONZE FRONTS

Asphalt, Tile and Mastic Floors

Manufacturers of
METAL WINDOWS AND FIRE DOORS

Approved by The National Board of Fire Underwriters

195-211 OAK STREET, BUFFALO, N. Y.

available to Buffalo manufacturers through Buffalo harbor are within nine or ten miles of each, and Lancaster-Depew manufacturers can easily transfer their cargoes by truck to the docks for shipment over water routes of the Great Lakes and Barge Canal. In addition, there are paved highways for motor traffic, trolley lines within the village limits and bus lines connecting them with the city.

Has Modern Disposal Plant

Civic utilities are well provided for. Lancaster has a complete village-owned water system, while Depew uses western New York water. Both have sanitary and drainage sewers with a new and modern disposal plant. Street lighting is supplied from Niagara Falls, as is the power supply for industry and homes, through the Associated Gas & Electric Co. This company also furnishes natural gas to the community at sixty-five cents per thousand feet.

County Park Nearby

Just south and east of the village limits of Lancaster is Como Lake Park, one of the most beautiful in the Erie County Park System. Here are grills, ovens, shelters, tables and benches to lure the picnicker. Boats and canoes can be rented to explore Como Lake with its picturesque Venetian canals and scenic river, and a bathing beach, with excellent bath house accommodations, is provided on Cayuga Creek. Additional territory is being added to this park which will make a total acreage of approximately 320 acres.

Home Conveniences Best

Both villages have given much attention to the development of schools and other educational facilities, scientific laying out of streets and shade trees, recreational projects, ample and efficient public utilities and the like, so that they might be attractive residentially to those industries contemplating the location of plants within their boundaries.

"Buffalo Products"

FEDERAL CRUSHED STONE CORPORATION

866 Ellicott Square

BUFFALO, N. Y.

Highest Quality Limestone

for

Highway Construction

Capacity: 4000 tons per day

ATTICA SAND

Classified for:

CONCRETE SAND — ASPHALT SAND

BRICK SAND — PLASTER SAND

FRANKLINVILLE GRAVEL

FOR CONCRETE

PREPARED BLAST FURNACE SLAG

Screened to Standard Sizes

for

R. R. BALLAST — CONCRETE AGGREGATE

W. B. MACADAM — ROOFING

CONCRETE PAVING — BITUMINOUS PAVEMENTS

Capacity: 15,000 tons per day.

THE BUFFALO SLAG COMPANY

866 Ellicott Square, Buffalo, N. Y.

LOCKPORT

POPULATION: 25,996.

LOCATION: The county seat of Niagara County, in western New York State, on the Erie Canal, 25 miles northeast of Buffalo, 21 miles southeast of Niagara Falls and 60 miles west of Rochester.

TRANSPORTATION: Rochester-Niagara Falls branch of the N. Y. C. R. R., the freight service of the Erie Railroad, the Buffalo-Lockport division of the International Railway, the Rochester, Lockport and Buffalo Railroad, electric motor bus lines, trucking service. Erie Canal.

UTILITIES: City-owned and operated water system, supply coming from the Niagara River. Half-million dollar filtration plant under construction.

BANK DEPOSITS: $29,250,000.00

SCHOOLS: Eight grade schools, 1 Catholic Academy, 1 high school, four parochial schools and two business schools. Registration: public schools 4,235. Parochial 870.

CHURCHES: 24.

HOTELS: 4.

NEWSPAPER: Lockport Union Sun and Journal—daily.

NUMBER OF INDUSTRIES: 72.

NUMBER OF WAGE EARNERS: 4,021.

WAGES PAID INDUSTRIAL EMPLOYEES: $5,658,787.00

VALUE OF MANUFACTURED PRODUCTS: $33,827,940.00.

CHIEF PRODUCTS: Automobile radiators, crucible tool steel, circular saws, motor transmissions and gears, cotton battings, paper, towels, flour mill machinery, shirts, felts, leather specialties and wall board.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT LOCKPORT, CORRESPOND WITH

J. F. BARCLAY, Secretary

LOCKPORT CHAMBER OF COMMERCE

LOCKPORT, N. Y.

Lockport

A CITY UPON AN HILL SHALL NOT BE HID

◆

Lockport occupies an enviable position as center of a prosperous agricultural community.

ONE hundred and twenty-seven years ago "The City Upon An Hill" began its existence with a single log house. Nineteen years later the little settlement was christened "Lockport" from the first Erie Canal Locks, which were to attract thousands of visitors from all parts of the country. Since 1865, when the village was incorporated as a city, Lockport has advanced rapidly and is today the county seat of Niagara County. It is one of the more beautiful small cities, embracing one of the most attractive views in western New York state, a panorama of the fruit orchards which have made Niagara County famous as one of the greatest fruit-producing counties in America.

Lockport achieved its name by reason of the locks which are located in the center of this thriving and wide-awake city.

Canal Drops 266 Feet

The manufacturer is offered many industrial advantages in Lockport. Notwithstanding the fact that it is located in the heart of the famous Niagara County fruit belt, Lockport is also situated in the fast industrially and commercially developing Niagara Area. It provides many manufacturers advantages for it is a city of diversity of busy industries, the annual value of whose products reaches well toward the fifty million dollar mark. A manufacturers' census of Lockport, according to the 1927 report of the U. S. Census Bureau, gives the number of industrial establishments as seventy-two, employing 4,021 wage earners, paying annual wages of $5,658,000, and producing manufactured products valued at $33,827,000. Manufactured products produced in Lockport are of a variety that assure year 'round employment for many wage earners despite seasonal conditions, and include automobile radiators, crucible tool steel, circular saws, motor transmissions and gears, cotton battings, paper, towels, flour mill machinery, shirts, felts and leather specialties.

The Locks, causing water to run up-hill, always have been, and doubtless always will be, a source of wonder and interest to tourists.

THE McKINNON INDUSTRIES LTD.

Subsidiary of General Motors Corporation

MANUFACTURERS OF

REAR AXLES
FOR AUTOMOBILES

DELCO-REMY
GENERATORS & STARTERS

ALSO

HAMMERS & WRENCHES

MALLEABLE CASTINGS

DROP STEEL FORGINGS

HAMES AND SADDLERY HARDWARE

STEEL STAMPINGS

THE McKINNON INDUSTRIES LTD.

ST. CATHARINES, ONTARIO

Intersected by the Niagara escarpment extending eastward from Lewiston Heights, the Barge Canal at this point is carried from the upper to the lower level—a drop of 266 feet, by means of two large lift locks of massive masonry, located in the center of the city.

A Good Place to Live

Lockport has an aldermanic form of government, 8 aldermen, elected from the 8 wards in the city, and two at large and the Mayor elected at large. A comprehensive public utility system provides for modern police and fire departments, a good garbage disposal system, and a city-owned and operated water system. The water is secured from the Niagara River and pumped through twelve miles of main to Lockport. At the present time there is under construction a half-million dollar reservoir and filtration plant which will provide an even better supply of water.

Known as Music Center

Adequate educational facilities provide an opportunity for the ambitious. Lockport has eight public schools, one junior high school, a high school, a part-time school, four parochial schools, an academy, and two business schools, while at the present time there are three new schools under construction. Unusual is the fact that the city has two conservatories of music and that the public schools themselves have spent thousands of dollars on musical instruments, and in musical education of the young. The city has a free library, with 17,000 volumes and an annual book circulation of 105,121.

Lockport is served by the Rochester-Niagara Falls branch of the N. Y. Central Railroad, the Buffalo-Lockport division of the I. R. C., the Rochester, Lockport and Buffalo Railroad, and electric motor bus lines. Lockport has 83 miles of streets, 43 miles of which are paved, and a network of excellent motor highways, connecting with neighboring cities and towns.

The Harrison Radiator Corporation is one of Lockport's most important industries.

Has Low Tax Rate

Lockport's tax rate is low. The general city, lighting and highway tax for 1928 was $8.65106 per $1,000 and the combined general city, lighting, highway and school tax for 1928 was $16.31386 per $1,000.

Lockport is served by the Lockport Union-Sun and Journal, which has a circulation of 8,574. Four hotels, twenty-four churches, representing practically every denomination, and a first-class city hospital, providing seventy-six beds, are among the civic institutions which aid Lockport development.

Geographical location, climate, government, educational provisions, transportation service, and ample recreational facilities are among the paramount qualifications for a good place to live. Lockport's geographical position and climate are ideal. A portion of the city lies 369 feet above sea level, while the remainder is 635 feet above the ocean's surface. Situated fairly well inland, the city does not suffer extremes in weather, as do lake cities and towns, but enjoys a temperate climate.

Recreational facilities are well provided for. Natural beauty of landscape, enhanced by care and fitting accessories, makes Lockport's seven public parks, with a total of forty-five acres, important beauty spots of the county. In addition to the parks, there is an attractive private golf and country club.

The financial interests of the city are served by three banks, Niagara County National Bank and Trust Co., the Lockport Exchange Trust Company, the Farmers and Mechanics Savings Bank, and the Lockport Savings and Loan Association, with total bank deposits of over $26,000,000 and resources of over $28,000,000.

Trees can make a city beautiful and Lockport has a bountiful supply, such as these that line High St.

NIAGARA FALLS, N. Y.

POPULATION: 78,000.

LOCATION: On the Niagara River, at Niagara Falls.

TRANSPORTATION: New York Central R. R., Michigan Central, Lehigh Valley and Erie R. R. Switching privileges—Wabash, Pere Marquette and Canadian National Railway lines. Complete trolley system in city proper and high-speed lines to Buffalo; also bus lines to Youngstown, Buffalo, Rochester and Canadian points.

UTILITIES: In the center of hydro-electric power. Pure filtered water is supplied by a municipally-owned plant.

BANK DEPOSITS: $56,700,000.

SCHOOLS: One high school, 3 junior high schools, 19 grade schools, 1 vocational school, 7 parochial schools. Registration: 15,444.

CHURCHES: 50.

HOTELS: 16.

NEWSPAPER: Niagara Falls Gazette—daily.

NUMBER OF INDUSTRIES: 126.

NUMBER OF WAGE EARNERS: 12,578.

WAGES PAID INDUSTRIAL EMPLOYEES: $18,665,000.

VALUE OF MANUFACTURED PRODUCTS: $109,415,000.

CHIEF PRODUCTS: Chemicals, abrasives, asbestos products, paper, roofing materials, machinery, pharmaceutical products, lumber, metallurgical products, bronze, dry ice, cyanamid, electrochemicals, barrels, flour, furniture, searchlights, silverware, paints, boilers, steel products, railroad equipment, hulling machinery, aluminum, chlorine, mattresses, toilet articles and cereals.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT NIAGARA FALLS, CORRESPOND WITH

R. D. HOUSE, Secretary

NIAGARA FALLS CHAMBER OF COMMERCE

NIAGARA FALLS, N. Y.

Niagara Falls, N. Y.

ALL THE WORLD KNOWS NIAGARA FALLS

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Aside from the tourist city to which 3,000,000 visitors come each year is another Niagara, an industrial giant of high capital value and great economic importance. Abundant electric power is the vital factor.

BECAUSE it is located in the heart of a community with a rich historical background of international significance, as well as being a celebrated scenic wonder, Niagara Falls has become the converging point for travellers from all parts of the globe. Because it is the seat of America's greatest hydro-electric development, and the electrochemical and electrometallurgical center of the United States, Niagara Falls has made an enduring name for itself in the commercial and industrial annals of the United States.

The city backs up against the great power plants in the gorge below the Falls.

About three million people visit Niagara Falls every year.

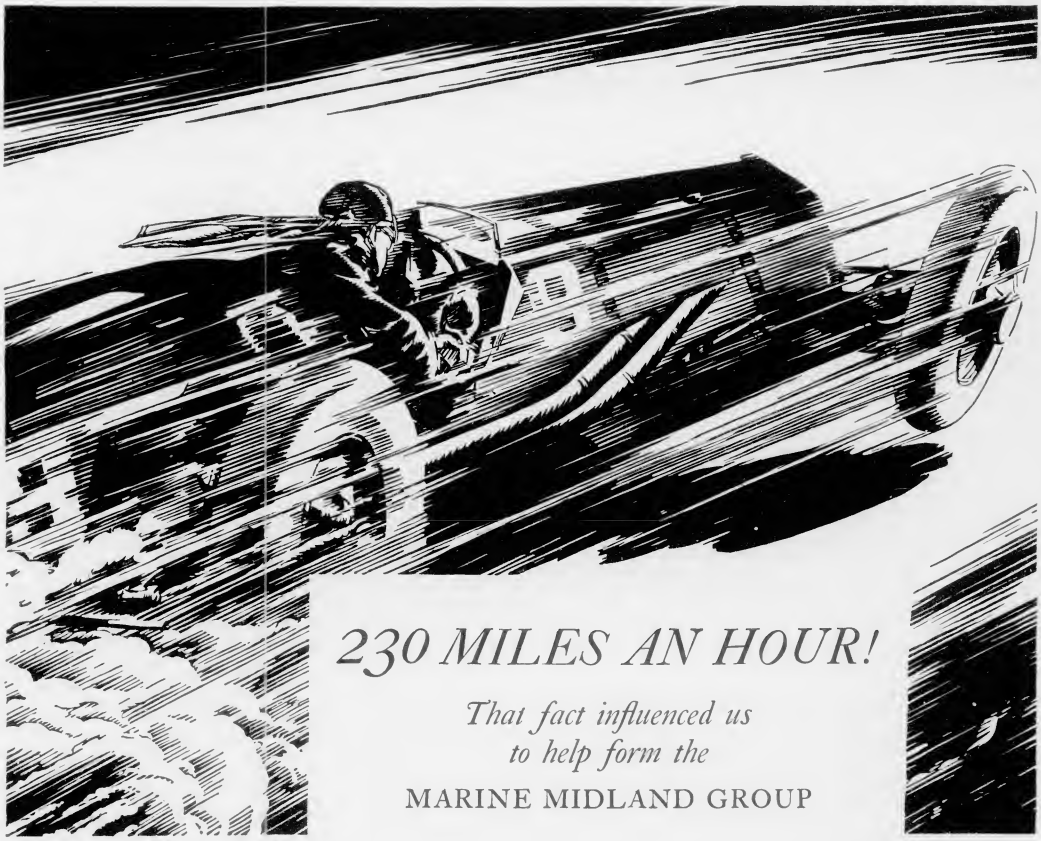
Engineers have added a greater beauty to the Falls, as though to reciprocate for the Cataract's great gift of power, making a unique spectacle created by the play upon the Falls of a battery of huge arc searchlights. Mounted on a slightly elevated point of vantage, commanding a clear way to every inch of the crests of both falls, the great arcs distribute one billion four hundred forty million candle power of light, reflected in such a manner that it penetrates the heavy banks of mist and draws the cataracts into bold relief against the darkness of the night.

The searching scientist, as well as the casual sojourner, pays tribute to the majesty of the mighty cataracts which have baffled both poet and artist. Niagara Falls is a laboratory for the scientists of the world. The geologist finds a rich reward in the record of the rocks as exposed by the carving of the ceaseless currents in the great gorge. The botanist finds rare and unusual flora in the sheltered and fantastically formed glen where the earlier river flowed. The hydraulic and electrical engineers find the world's finest opportunity to study modern hydro-electric developments. The chemist and the metallurgist find the highest development in their arts in the varied processes of Niagara's basic industries.

Ideal Convention City

As a natural convention city, Niagara Falls excels. Over a period of years it has proved ideal for holding international, national, state and regional gatherings. Aside from the scenic grandeur and the historical appeal of the Falls and the surrounding region, Niagara has the basic advantages of a convention center. One of the most important of these is accessibility. Within a radius of approximately 500 miles from Niagara will be found 70,000 people of United States and 80% of the population of Canada. With main lines running northeast, south and west through Niagara Falls, it is possible for convention delegates in this radius to reach the city overnight.

Niagara Falls has adequate hotel accommodations with special facilities for handling conventions, making it convenient for large groups to



230 MILES AN HOUR!

That fact influenced us to help form the

MARINE MIDLAND GROUP

AT Daytona Beach, in Florida, an automobile recently sped at the rate of 230 miles an hour!

Business, too, moves at a faster pace today than ever before. The same progressive thinking that makes our local manufacturers look beyond city, county, and state lines prompted us to help form the Marine Midland Group. A bank to be really useful to its community must be as progressive as the customers it serves.

Retaining all of the local advantages they held before . . . staffed by local officers . . . managed by local directors . . . these banks now offer, *in addition*, vastly increased resources and financial experience.

In New York State in particular, through seventeen associated banks, we can now provide valuable business contacts in other cities to those customers who may desire them.

WHAT THE MARINE MIDLAND GROUP IS

The Marine Midland comprises a group of 17 banks which have joined together for greater strength and for greater service to their 350,000 customers. The ownership of each of these 17 banks is controlled by Marine Midland Corporation, which is a holding company, *not* an investment trust. Association with these banks enables us to draw upon the experience and resources of one of the strongest financial groups in America.

POWER CITY BANK
NIAGARA FALLS TRUST COMPANY
BANK OF LASALLE

meet within a very limited area of the city.

Quite aside from the tourist and convention city to which from two and a half to three million visitors have been coming annually for many years, is another Niagara Falls, an industrial giant of high capital value and great economic importance. It touches the life of America in many ways and its output is essential and nation-wide in distribution.

Leads in Power

Hydro-electric power is the city's leading product. The history of the early days of power development is replete with romance, and it is a far cry from 1757 when Chabert Joncaire dug a shallow trench along the rapids to capture a six foot fall of water for the operation of his sawmill, to the present days when modern engineering science generates well over 500,000 horsepower of electrical energy for United States use alone.

When the practical production and use of electricity were beginning, scientists were also developing electro-chemistry by means of the electric furnace and the electrolytic cell. Silicon, calcium carbide, graphite, phosphorus, ferro-alloys, caustic and other products were being prepared for commercial use through the medium of electricity. Their successful manufacture demanded a steady, continuous supply of electrical energy in large quantities and at low cost. Niagara Falls, through its hydro-electric plants, could meet these demands better than any other place —and the industries came to Niagara Falls.

A grouping of the local industries gives a bird's eye view of a few of the more representative manufacturing processes. The first group includes the abrasive industry of which Niagara Falls is a leading center. Companies engaged in the manufacture of artificial abrasives in Niagara Falls are The Carborundum Company, Norton Company and General Abrasive Company. Abrasives, particularly grinding wheels, are indispensable in the metal working industries. Practically the same mixture which produces hard carborundum makes artificial graphite and out of this has grown the Acheson Graphite Company, whose products are sold over the world, as lubricants, electrodes, battery filler, paint, pencils, etc. The process of changing salt and water to electrolytic chlorine, hydrogen and caustic soda by means of the electric current has developed a great industry represented by the Hooker Electrochemical Company, Mathieson Alkali Works, Niagara Alkali Company, Roessler and Hasslacher Chemical Company, Isco Chemical Company and the Niagara Smelting Corporation. Millions of dollars are invested in these plants which require a large capital outlay and thousands of horsepower or electrical energy to decompose salt.

Above the cataract the river is lined with the great chemical plants for which Niagara Falls, N. Y., is industrially famous.

Out of chlorine develops a host of other chemical products required for industrial, commercial and war uses. It may be said in passing that during the late war the nation was dependent upon Niagara Falls for the essential ingredients of war munitions.

The electrometallurgical industry forms another group that is highly important. Aluminum made by the Aluminum Co. of America, ferro-alloys for the handling of steel made by the Electro-Metallurgical Company, the Titanium Alloy Manufacturing Company, the Vanadium Corporation of America, the Pittsburgh Metallurgical Company, and a department of the Carborundum Company, titanium aluminum bronze made by the Frontier Bronze Company, all come within the group which develops its products in the intense heat of the electric furnace.

Electric power and chemicals made in Niagara Falls play an important part in the paper-making industry. Newsprint, pulp and paper products of all sorts are made in the city's plants.

Niagara Falls has Homes Beautiful in generous measure.

NIAGARA FALLS, Ontario

POPULATION: 18,492.

LOCATION: Welland County, on the Canadian side of the Niagara River, at Niagara Falls.

TRANSPORTATION: New York Central R. R., Michigan Central, Lehigh Valley and Central, New York Central, Wabash, Erie R. R., Lehigh Valley, Lake Shore, Pere Marquette, and International Railway electric line, the Niagara, St. Catharines, and Toronto R. R. (electric.)

UTILITIES: Electric power and light from the Canadian Niagara Power Company and the Hydro Electric Power Commission of Ontario.

SCHOOLS: 15 schools, with a total registration of 4,805.

CHURCHES: 20.

HOTELS: 9.

NEWSPAPER: The Niagara Falls Review—daily.

NUMBER OF INDUSTRIES: 60.

NUMBER OF WAGE EARNERS: 2,595.

WAGES PAID INDUSTRIAL EMPLOYEES: $3,642,032.

VALUE OF MANUFACTURED PRODUCTS: $33,833,423.

CHIEF PRODUCTS: Abrasives, boot tops, batteries, carpet sweepers, chains, corsets, cranes and hoists, cigars, flour and feed, foundry castings, fertilizer, art glass, graphites, hats and caps, insulators, knitted goods, monuments, neckwear, paper boxes, paper and pulp mill supplies, railway switches, shredded wheat, suspenders, sporting goods, safes and vaults, silverware, tin cans, traps and wire cloth.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT NIAGARA FALLS, ONTARIO, CORRESPOND WITH

A. G. MARRIOTT, Industrial Commissioner

NIAGARA FALLS CHAMBER OF COMMERCE

NIAGARA FALLS, ONTARIO, CANADA

Niagara Falls, Ontario

FIVE HUNDRED THOUSAND AUTOMOBILES CROSS ITS BRIDGES EVERY YEAR

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In addition to its fame as a paradise for sightseers and as a convention city, Niagara Falls, Ont., is one of the Niagara Area's important industrial centers.

ASIDE from the city's fame as a paradise for sightseers and as a convention city, Niagara Falls, Ontario, enjoys world-wide fame as an industrial center. Manufacturers continue to find many reasons for establishing their factories in this district. The geographical location is responsible for the ready and available market for products. Eighty percent of the population of Canada lives within a radius of 500 miles of Niagara Falls, and so a domestic market is provided for manufacturers. Niagara Falls is a Customs port of entry and resident United States and other consuls facilitate import and export trade.

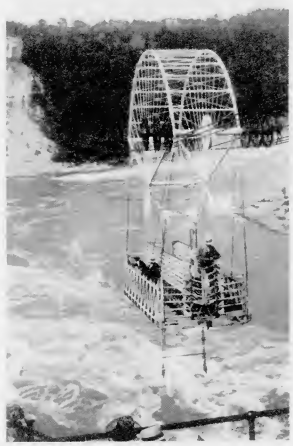
Has Good Transportation

Through lines from Canada to the United States converge and cross the international boundary at Niagara Falls. The city is served by the Canadian National, with its shops, roundhouses and extensive yards, Canadian Pacific, Lehigh Valley, Michigan Central, New York Central, Pere Marquette, Erie and Wabash Railroads, operating through freights to all important points. It is also served by the Niagara, St. Catharines, and Toronto high speed electric line, connecting at Port Dalhousie and by the Canada S. S. Line via Queenston for freight and passenger service to Toronto and lower river points and by International Ry. Electric lines to Buffalo and all points in the adjacent states.

The city is within an hour of Buffalo and a night's run to New York, Boston, Philadelphia, Pittsburgh, Detroit, Chicago, Montreal, or Ottawa. Its shipping facilities are unexcelled and it affords water transportation at its north and south limits.

Ranks High in Industry

Niagara Falls offers manufacturers unlimited power, constant and free from transmission troubles. What more could the industrialist ask for than the industrial area overlooking the Niagara River, with rail and water shipping facilities, electric power, paved roads and sewers? Its natural advantages of location, its many railways, its splendid shipping facilities, its phenomenal power development, with rates that cannot be duplicated—these are the factors that have made Niagara Falls an ideal manufacturing city.



Aerial railway over Whirlpool.

An industrial survey made in 1920 showed that Niagara Falls stood 18th among the cities of Ontario in point of population, but it held 7th place in respect to capital invested in manufacturing industries, 15th place in value of products and 14th place in amount of wages paid. In view of the very large number of Niagara Falls citizens employed by transportation companies, it is remarkable that the city stands higher in the manufacturing scale than in the population scale.

For the economic and efficient development of

Canadian end of the Upper Steel Arch Bridge.

NIAGARA'S GREAT GORGE TRIP

The Falls and Whirlpool Rapids Route

An Area Developer

Advertising national in scope is carried on each year attracting visitors and tourists to this region.

A Scenic Marvel

Distinguished visitors from all countries join with thousands of tourists in admiration of the scenic beauties of this trip. Enjoy it with your friends.

Operated jointly by:
THE NIAGARA GORGE RAILROAD CO.
INTERNATIONAL RAILWAY COMPANY

Service throughout the year

THERE IS NO PATH OR ROAD THROUGH THE GREAT NIAGARA GORGE

FOR FIFTEEN YEARS WE HAVE BEEN SUPPLYING THE LARGEST INDUSTRIES OF THE NIAGARA FRONTIER

CASTINGS

BRASS — BRONZE — ALUMINUM

ROUGH — PARTLY FINISHED — COMPLETELY MACHINED

We Have Facilities for Casting and Machining Small and Medium Size Castings in Large Quantities.

WE HAVE A COMPLETE FOUNDRY, PATTERN AND MACHINE SHOP

HIGHEST QUALITY CASTINGS
BRASS — BRONZE — COPPER — ALUMINUM
MANGANESE AND ALUMINUM BRONZE
MONEL AND NICKEL ALLOYS

METAL & ALLOY SPECIALTIES CO., INC.

1879 ELMWOOD AVE., BUFFALO, N. Y.

industry, labor is one of the essential factors. Niagara Falls offers adequate educational, religious, recreational and home facilities to the working man, which means a satisfied employee, makes for production efficiency and lowers labor turnover. There has never been a strike in the industrial history of the city. As a general rule the working man lives in his own home, 74.5% being owned by occupants. A local Building Society, long established, mutual, managed by prominent business men, contributes largely to this end.

Many well-known industries are established in Niagara Falls. A wide variety is observed in a list of products, such as abrasives, boot tops, batteries, carpet sweepers, chains, corsets, cranes and hoists, cigars, flour and feed, foundry castings, fertilizer, art glass, graphites, hats and caps, insulators, knitted goods, monuments, neckwear, paper boxes, paper and pulp, railway switches, shredded wheat, suspenders, sporting goods, safes and vaults, silverware, tin cans, traps and wire cloth.

Horseshoe Falls from entrance to Queen Victoria Park.

World-famous Tourist Spot

Companies located in the city include the Acheson Graphite Company, the American Can Company, the American Cyanamid Company, the Animal Trap Company, the Walter Bentley Company, makers of sporting goods, the Bissell Carpet Sweeper Company, the Burgess Battery Company, the Coca Cola Company, the Canadian Ramapo Iron Works, the Canadian Ohio Brass Company, the Canadian Carborundum Company, the Canadian Shredded Wheat Company, the Dominion Chain Company, the Dominion Safe and Vault Company, Flexo-Cotton Company the Kardex-Rand Company, the Niagara Cut Stone Company, the Oneida Community Silver Company, the Republic Carbon Company and the William Rogers Silver Company.

The industrialist, seeking a factory site, is interested in the facilities the prospective site offers its residents. Ten branches of five of Canada's most important chartered banks provide for the financial interests of the city. Twenty churches and religious organizations, representing all denominations, and thirty-five fraternal bodies, care for the spiritual and charitable needs of the district. The motion picture theatres and an arena, affording accommodation for over 5,000 persons, with an artificial ice rink 80-180 feet, upon which the Ontario Hockey League matches are staged, facilities for football, baseball and tennis maintained for free public use by the Queen Victoria Park Commission and two nearby golf courses meet the demand for recreation.

Niagara Falls is served by hotels catering to tourist, commercial and residential classes.

Adjoining the Canadian National and Michigan Central stations are the Trennick and Savoy, both first-class commercial hotels. Overlooking the Canadian and American Falls and situated on a splendid terrace dominating the wonderful cataract, is the Clifton, one of the finest summer hotels in Canada. Then there are the new General Brock Hotel and the Fox Head Inn, a typical old country inn, adjoining Queen Victoria Park.

Queen Victoria Park, world famous beauty spot.

City is Cultural Center

The city prides itself on its public school system, its excellent private schools and other institutions affording special educational facilities.

Not only as an industrial center of widespread fame and as a paradise for tourists, but also as a beautiful and comfortable place to live, Niagara Falls, Ontario, ranks prominently among important centers of the Niagara Area.

PORT COLBORNE

POPULATION: 6,200.

LOCATION: Situated in the southern part of Welland County, on Lake Erie and the Welland Canal.

TRANSPORTATION: Canadian National Railway, Toronto, Hamilton and Buffalo, and the Niagara Falls, St. Catharines and Toronto R. R. Bus lines to Buffalo and Welland.

UTILITIES: Natural gas and city water supply. Power supply from the Niagara Hydro Electric System.

SCHOOLS: Four schools, with a total registration of 1,285.

HOTELS: 2.

NEWSPAPER: Welland-Port Colborne Evening Tribune—daily.

NUMBER OF INDUSTRIES: 13.

NUMBER OF WAGE EARNERS: 654.

WAGES PAID INDUSTRIAL EMPLOYEES: $865,912.00.

VALUE OF MANUFACTURED PRODUCTS: $15,660,316.00.

CHIEF PRODUCTS: Nickel refinery products, planing mill products, flour, cement, iron ore, grain, shoes, iron foundry products and smelting plant products.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT PORT COLBORNE, CORRESPOND WITH

HORATIO H. KNOLL, Chairman

INDUSTRIAL COMMITTEE

PORT COLBORNE, ONTARIO

Port Colborne

IN 1929, BUILDING PERMITS BROKE ALL RECORDS

◆

At Port Colborne and Humberstone the highest smoke-stacks in the British Empire mark the site of the International Nickel Co., largest nickel refinery in the world.

WHAT the Danube, Thames and Hudson are to the industrial centers of Europe and the United States, the Welland Ship Canal, one of the most remarkable feats of modern engineering, is to the Dominion of Canada, for through its locks must pass all the transcontinental water-borne commerce of that country. Port Colborne, located at the Lake Erie entrance to the canal, in the Welland County Ship Canal Industrial Area, owes to this fact much of its increasing industrial importance.

Imports Steel from Sweden

Humberstone, divided from Port Colborne by a single street, adds much to the industrial importance of the Port Colborne district. The Humberstone Shoe Company, Ltd., is the largest manufacturer of footwear in Canada. Four other industries add many hundreds of thousands of dollars to the total of manufactured products for the district.

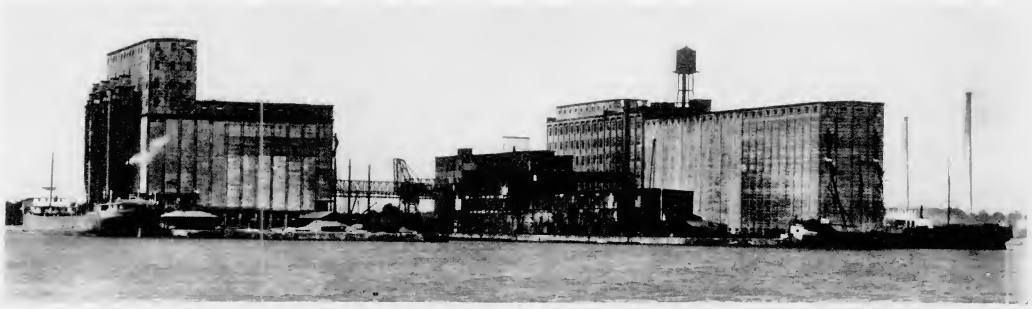
The community's advantages as an industrial location are many. First, of course, is the canal, which allows manufacturers to bring in raw materials and to ship out finished products at the lowest possible rates. For this reason, it is especially attractive to those industries using bulky materials. There are in the area many manufacturers using pulpwood, ores, pig iron and the like, who take advantage of these low rates by bringing in much of their raw material during the summer months. One firm brings steel billets direct from Sweden by boat.

On the other hand, for those who supply customers in the Canadian west by boat, it is possible to store products during the winter and ship them out with the opening of navigation in April. The city of Port Colborne has ample docking facilities, with government wharves available to shippers and steamboat lines.

With the building of the new Welland Ship Canal, the Port Colborne Harbor has been dredged to a depth of 27½ feet below standard water level. This is protected by a breakwater, extending 2,000 feet out into the lake, and formed by sinking reinforced concrete cribs on a prepared bottom, covering them with a heavy concrete superstructure. A new station has been built by the Canadian National Railways, on the west side of the present canal, to provide for the increase in freight. Two new bridges crossing the canal at Port Colborne have also been completed, —one a Canadian National Railway bridge, and one for vehicles.

Bus Service to Buffalo

By land, the community is served by the Canadian National Railway, one of Canada's two main railroad systems, and the Toronto, Hamilton and Buffalo high speed line. These connect at Welland with the Canadian Pacific, the Wabash, Pere Marquette and Michigan Central. Bus lines connect Buffalo and Welland. Excellent highways connect



The Maple Leaf Milling Company's mill, the largest mill in the British Empire, and the Government Elevator characterize Port Colborne's water front.

PORT COLBORNE, ONTARIO

"THE GATE OF NAVIGATION"

Is Commanding the Attention of Industrialists

ECONOMY of manufacture, assembly and distribution are the only factors to be considered when seeking a location for your plant.

Port Colborne is exceptionally well equipped to offer manufacturers all the advantages necessary to economical production.

Strategically located at the head of the New Welland Canal — and on one of the finest harbors on the Great Lakes — Port Colborne has today achieved the position of 3rd largest grain port in the world. Here will be found the largest flour mills in the British Empire.

Unexcelled railroad facilities have contributed to the phenomenal growth of this great industrial community.

Proximity to the great electrical power sources of Niagara Falls and Queenston makes available ample power at low rates. An abundant supply of natural gas is another advantage offered to industries.

Eighty per cent of Port Colborne's population are native born Canadians and the labor supply is plentiful. This intelligent English-speaking labor solves the problem of industrial unrest and practically assures against strikes and labor troubles.

A wide variety of choice factory sites at pricing as low as $100.00 per acre are available. Every assistance will be rendered to firms seeking to locate in this community.

Address inquiry to

Port Colborne Industrial Commissioner

PORT COLBORNE, ONT.

Victoria Street, Humberstone, is typical of the tree-shaded thoroughfares which characterize the community.

with all main points in the Area.

As the community is within a few miles of the great power stations at Niagara Falls and Queenston, ample hydro-electric power is available, here as elsewhere in the Area. The local sub-station is capable of handling considerably more power than is being used in the district at the present time, and for this reason the location of new industries here will result in lower rather than increased power rates. Coke and coal are obtained from United States, a short water haul directly across Lake Erie. Fuel oil is brought from the same source, and natural gas is piped from the Lake Erie fields.

Has Industrial Committee

To aid manufacturers in securing suitable sites, there has been established the Welland County Ship Canal Industrial Area Committee, representative of all the local self-governing municipalities through which the canal flows, from the harbor at Port Colborne to the north limits of the County of Welland. The committee, with headquarters in Welland, is therefore able through its association with the municipalities to offer to industries seeking special terms as to power, disposal areas and franchises, helpful assistance in the solving of industrial problems.

At Port Colborne, the highest smokestacks in the British Empire mark the site of the largest nickel refinery in the world. This is the International Nickel Co. of Canada, Ltd., which has steadily increased its output and last year built additions to its plant totalling more than $375,000. Here also is the Maple Leaf Milling Co., largest flour mills in the British Empire, to whom a building permit was issued in November, 1929, for a $200,000 elevator addition and feed mill. Among other plants are the Canada Cement Co., Ltd., the Canadian Furnace Co., Ltd., and the Port Colborne Iron Works, Ltd.

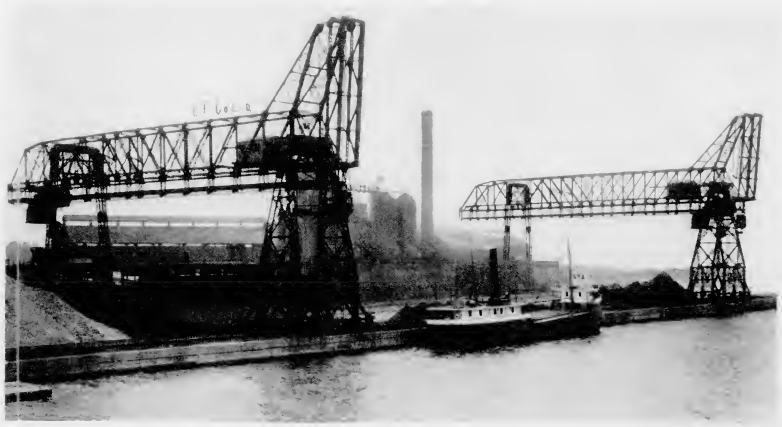
Altogether Port Colborne has thirteen industrial plants, which have a yearly output of approximately $15,660,316. Among the chief products of these industries are nickel refinery products, planing mill products, flour, cement, iron ore, grain, iron foundry products and smelting plant products. Six hundred and fifty-four persons are employed, dividing a yearly payroll of more than $865,912. To these figures Humberstone adds considerably.

Perhaps the best indication of the stimulus that successive improvements to the Welland Canal have had on this community is its steady rise in population. In 1911 Port Colborne had a population of only 1,624. In 1921, this had increased to 3,415. In 1926, to 4,664. And today the city has a population of 6,200, nearly four times that of nineteen years ago. One thousand, two hundred and eighty-five of these are school children, whose needs are served by four excellent schools.

Rapid Growth Expected

During 1929, building permits broke all records for Port Colborne, with a total of $853,585, an increase of half a million over the previous year. The heaviest month was January, when a permit was issued for the $375,000 addition to the plant of the International Nickel Company. November was second with a total of $211,700, of which $200,000 was for the Maple Leaf Milling Company improvements. Other projects included a new school building, several business blocks and dwellings.

Such figures are an indication of a community alive to its present and to its future needs. Already Port Colborne and Humberstone have planned ahead and have followed a program of expansion in keeping with the district's growing importance as a terminus of the Welland Ship Canal. The next few years, when manufacturers come to realize more vividly its advantages as an industrial location, will see a still more rapid rise.



The Canada Furnace Company's new dock on the Welland Canal at Port Colborne.

ST. CATHARINES

POPULATION: 26,000.

LOCATION: Situated in Lincoln County, 3 miles south of Lake Ontario, 70 miles by rail from Toronto, 35 miles from Hamilton, 35 miles from Buffalo, N. Y.

TRANSPORTATION: Canadian National Railways; Niagara, St. Catharines, and Toronto Electrical R. R., bus lines connecting Hamilton, Toronto, Buffalo and Niagara Falls. Boat service between Port Dalhousie and Toronto. Canadian National Express, Dominion Express, truck service.

UTILITIES: City-owned water system, reservoirs south of city. Local hydro-electric system.

SCHOOLS: 10 public schools, 4 separate schools, business college, Collegiate Institute and Technical School, Bishop Ridley College (Upper and Lower Schools) and private schools.

CHURCHES: 28.

HOTELS: 7.

NEWSPAPER: St. Catharines Standard—daily.

NUMBER OF INDUSTRIES: 92.

NUMBER OF WAGE EARNERS: 3,848.

WAGES PAID INDUSTRIAL EMPLOYEES: $4,543,043.

VALUE OF MANUFACTURED PRODUCTS: $16,097,047.

CHIEF PRODUCTS: Silk hose, lingerie, silk goods, textile soaps, hair cloth, knitted woolen goods, rugs, and other textiles, axes, carriage and harness hardware, chain, lumbering tools, motors, dynamos, transformers, electrical apparatus of all kinds, automobile parts, drop forgings, brass, copper, food products, pulp and paper, glass, chemicals, rubber goods and leathers.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT ST. CATHARINES, CORRESPOND WITH

ARTHUR ROBINSON, Manager

ST. CATHARINES CHAMBER OF COMMERCE

ST. CATHARINES, ONTARIO, CANADA

St. Catharines

THE GARDEN CITY OF CANADA

◆

Building construction was the outstanding activity of the St. Catharines district during 1929, including many additions to the community's important manufacturing plants

HISTORIC scenes and quiet byways, mighty watercourses flowing through calm vine-covered fields, memories of famous voyageurs—these have won for the St. Catharines district a unique place in the affections of Canadians, and have made it of interest to visitors from all parts of the country.

Located in the southern part of the province of Ontario, in the heart of the Niagara Peninsula fruit belt, Canada's most famous orchard and vineyard district, St. Catharines has been called by Lucius E. Wilson, associate editor of Lyceum, the "Gateway to Niagara." Standing on the uplands of Lookout Point, within twenty minutes' ride of the center of the city, looking at the whole vast panorama of the twin lakes of Erie and Ontario, surrounded by rich vine-covered hillsides, one is assured that the name "Garden City of Canada" is justified.

Good Bus Service

St. Catharines proper is one of a group of cities, all located within twelve miles of its city hall and all connected by excellent bus and street car service. Located on the Great Lakes International Highway, the city is 35 miles from Buffalo, 13 miles from Niagara Falls, 35 miles from Hamilton and 70 miles by road or 30 miles by water from Toronto. Hard-surfaced highways radiate from the city to all these different points. Electric railway and motor busses give hourly interurban service and the Canadian National Railway provides train service to the city.

To the manufacturer, St. Catharines offers electrical power at exceptionally low rates. At Queenston Heights, half an hour's drive from the city, is the greatest publicly owned power house on the continent, supplying electricity to homes and power to industries within a radius of one hundred miles. It offers, among its 26,000 population, a plentiful non-radical, English-speaking, contented labor class. It offers financial service through the Imperial Bank of Canada with three branches, the Canadian Bank of Commerce with two branches, and through the Bank of Nova Scotia, Royal Bank of Canada, Dominion Bank of Canada, Bank of Montreal, Ontario Government Savings Bank, Security Loan and Savings Bank, and the Bank of Toronto. And it offers industrial locations in the midst of the most densely populated market in Canada.

St. Catharines is proud of this magnificent memorial to its heroes of the World War

Is Silk Center

The city is now the center of Canada's silk manufacture, having more than $2,000,000 invested in this industry. It is also important for the manufacture of everything in electrical equipment. Other leading products among its ninety-two industries are textiles, motor parts, tools, locks, pulp, paper and knit woolen goods, automobile parts, chemicals, rubber goods and leather. Among the larger industries located in St. Cathar-

St. Catharines

ONTARIO

Metropolis of the Niagara Peninsula

Has *Everything* Industry Needs

Power

Electrical Power is available from two sources. From the three plants of the Niagara System of the Hydro Electrical Power Commission of Ontario at Niagara Falls and Queenston (25 cycle), and from the Dominion Power and Transmission Company's plant at DeCew Falls (60 cycle).

Labor

Better than three-fourths of Ontario residents are white Angle Saxons, either native born Canadians or of English, Irish and Scotch stock. The most outstanding feature of the labor situation is the total absence of strikes or radical disturbances.

Raw Materials

Raw products in almost inexhaustible quantities are obtainable from our vast undeveloped hinterland, the Great Lakes region, the coal fields of Pennsylvania and Virginia, and the rich territory of our nearest neighbor, New York State.

Transportation

On the main line of the Canadian National Railway and Canadian National Electric Railway, and motor bus and truck service to all points. Within three miles of Lake Ontario port and strategically located on the New Welland Ship Canal which in 1930 will permit a passage of ocean liners.

Location

35 miles from Buffalo, 75 miles by rail from Toronto and 35 miles by water. In the heart of the Fruit Belt of the Niagara Peninsula, and surrounded by several towns and villages within a few miles radius. Has as citizens men and women imbued with very high regard for cooperation and community enterprise.

Distribution

In addition to its own 26,000 citizens, St. Catharines is in the buying center of Canada's most populous region. The per capita purchasing power of Ontario's citizens is $810.—higher than any other Canadian province and higher than that of the U. S. A.

Let us help solve the problem of where to locate your Canadian Plant

CHAMBER OF COMMERCE

St. Catharines

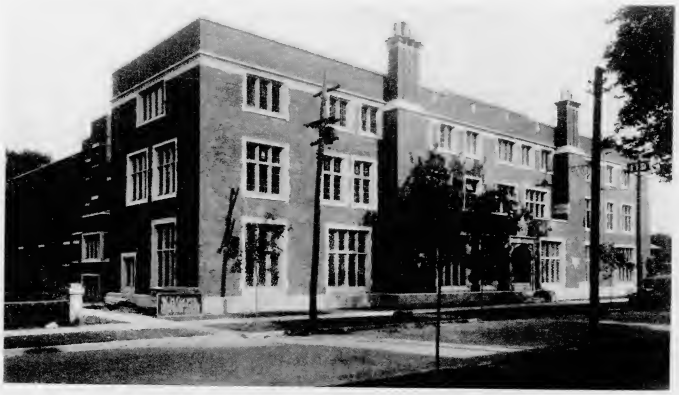
ONTARIO

ines are the Lincoln Pulp and Paper Co., McKinnon Industries Limited, division of General Motors, Ltd., the Grout Silk Mills, Hayes Wheel Company, the Empire Rug Mills, the Monarch Knitting Co., the Canadian Hair Cloth Company, Canadian Lightning Fastener Co., Thompson Products Company, Imperial Iron Company, Brantford Roofing Company, the Maple Leaf Rubber Co., Superior Pulp and Paper Co., Jordan Winery, and the Imperial Radiator Co.

Attracts Homeseeker

Building construction was the outstanding activity of the St. Catharines district during the year 1929. Many large buildings were erected, and as a number of these were additions to manufacturing plants it signifies confidence in future business. In general building construction the following were among the outstanding: new Leonard Hotel, new Tubercular Sanitorium, alterations to Welland Hotel, addition to Taylor and Bates Brewery, McNamara and Reynolds new store, Silverwood Dairy addition, and Separate School. In the factory additions are McKinnon Industries, Ltd., division of General Motors, Ltd., McKinnon-Columbus Chain Co., Grout Silk Mills, Canadian Lightning Fastener Co. and the Hayes Wheel Co. of Canada, Ltd.

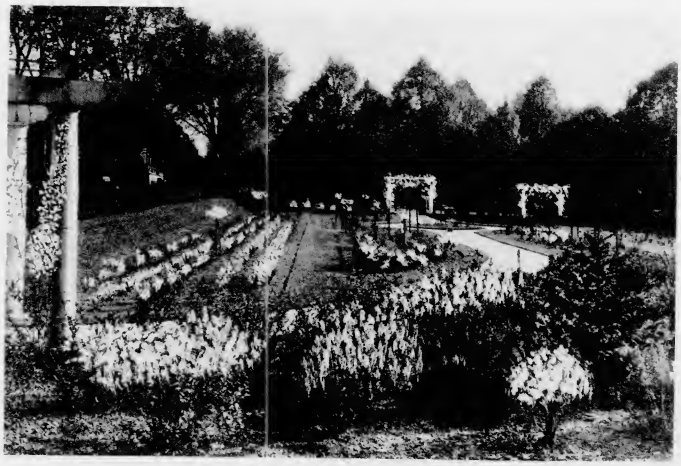
To the home seeker, St. Catharines is attractive because of its temperate climate. Located in Canada's "southland," its winters are mild and rarely does below zero weather or heavy snow hinder motor traffic.



A fine new Young Men's-Young Women's Christian Association building adds to the facilities St. Catharines provides its young people.

Modern, well-equipped schools provide adequately for the elementary and higher educational needs of the city. Included in the school system are ten public schools, four separate schools, one collegiate and vocational school, St. Joseph's Academy for girls and Ridley College for boys.

Several attractive recreational centers are within a short distance from the city. Port Dalhousie, twenty minutes away, has one of the finest and safest bathing beaches on the Great Lakes. The city has a splendid nine-hole golf course, and at Lookout Golf and Country Club at Fonthill, only a short drive from the city, is a famous 18-hole course for those who enjoy a difficult game. Niagara-on-the-Lake, a twenty-five minute drive, also has a fine course, at the mouth of the majestic Niagara River.



Civic Association Gardens typify the summer-time beauty of this noted city.

Site of Brock Victory

These facts are noteworthy. But it is to its historical associations that St. Catharines owes its peculiar charm. From few other cities is the visitor better able to explore the scenes of the early development of Upper Canada. He may climb the slopes of Queenston to where, on October 13, 1812, General Brock won his greatest victory. Here stands the well known Brock Monument, from the top of which, on a clear day, one may see Toronto. He may follow the trails of an earlier day by which La Salle and his associates came, by canoe and portage, to build Le Griffon. He may explore the district in which Laura Secord won fame in the defense of her country by an effort equal to that of Paul Revere. Close at hand is Niagara-on-the-Lake where the First Parliament of Canada was held.

St. Catharines has been thriving, industrially, for several years, but in its progress it has not lost the historic charm and beauty of surroundings that have made it the "Garden City of Canada."

THOROLD

POPULATION: 6,000.

LOCATION: Situated on the Welland Canal at the height of land between Lake Erie and Lake Ontario. Thirty-five miles from Buffalo, 80 miles from Toronto, 8 miles from Niagara Falls and 40 miles from Hamilton.

TRANSPORTATION: Canadian National Railways; Niagara, St. Catharines, and Toronto Electric Railway. Thorold has direct connection with the Canadian Pacific R. R.; the Michigan Central R. R.; New York Central R. R.; Wabash; Toronto, Hamilton and Buffalo R. R. and the Pere Marquette line. Welland Ship Canal. Bus lines.

UTILITIES: Water supply from Lake Erie; filtered. City-owned electric light, water and sewerage systems.

SCHOOLS: Two public schools, one separate school and one high school. Registration: 1,360.

CHURCHES: 5.

HOTELS: 3.

NEWSPAPER: The Thorold Post—weekly.

NUMBER OF INDUSTRIES: 16.

NUMBER OF WAGE EARNERS: 1,368.

WAGES PAID INDUSTRIAL EMPLOYEES: $2,273,403.

VALUE OF MANUFACTURED PRODUCTS: $13,530,977.

CHIEF PRODUCTS: Pulp board, paper, tissue, flour, glass, foundry and machine shop products, chemical products and abrasives.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT THOROLD, CORRESPOND WITH

C. F. NUNN, Secretary

THOROLD BOARD OF TRADE

THOROLD, ONTARIO, CANADA

Thorold

THE CITY OF SEVEN LOCKS

◆

Thorold, one of the world's largest paper producers, takes an important role in Canada's yearly output of newsprint paper and pulp which in 1927 reached a total value of $219,000,000.

THE prosperous manufacturing town of Thorold has gained steadily in industrial importance and presents a typical example of Canada's manufacturing growth during the last quarter century. It has developed into one of the largest paper and pulp centers in the Dominion and its manufacturing advantages are such as to insure continued industrial expansion.

A town of 6,000 people, whose population has regularly doubled itself every few years since 1901, Thorold is situated on the Welland Canal at the height of land between Lake Erie and Lake Ontario. It is 35 miles from Buffalo, 80 miles from Toronto, 8 miles from Niagara Falls, Ontario and 40 miles from Hamilton.

The visitor to Thorold finds not a little interest in the unusual system of locks by which ocean-going vessels of the Great Lakes are lifted to the top of the Niagara escarpment. The difference in level between Lake Erie and Lake Ontario is three hundred and twenty-six feet. There are seven locks on the New Welland Canal, each with a lift of forty-six and one half feet, leaving only eleven feet in the twenty-five miles of canal for the natural flow of the water. Of these seven locks four are situated at Thorold, forming a compact and imposing system such as can be seen nowhere else in the world. As a matter of fact, there are seven locks at Thorold because three of the series are double. When completed, ships will not only be able to steam up and down the side of the mountain, but will be able to pass one another without locking delays. The new canal will be completed in the summer of 1930. It is the fourth to be built through the town of Thorold. The three earlier waterways still remain in use, if not as highways of commerce, at least as sources of power. This is why Thorold has often been referred to as the Venice of America.

Mark Historic Sites

The visitor to Thorold finds more than the canals to interest him. On one bank of the new canal stands a simple shaft bearing the words: "Beaver Dams, 24th June, 1813." This modest monument preserves the memory of a battle-field that has been fairly well obliterated from the map by the work of the canal builders, and nearly forgotten during the century of peace which has ensued. Here it was that the heroic Laura Secord won the defense of her country by an act as historically romantic to the hearts of Canadians as the midnight ride of Paul Revere is to Americans. A more imposing monument has since been erected in commemoration of the one hundred years of amity in the construction of the Peace Bridge between Buffalo and Fort Erie.

The scenery in and about Thorold is unexcelled. DeCou Falls — sometimes written DeCew — a few miles outside the city, is especially noted for its grandeur. The city itself, situated high above the Lakes, with its group of waterways, has a picturesqueness all its own, and the surrounding country, belonging to the famous fruit belt of the Niagara Peninsula, is well-known for its beauty.

To the industrialist, seeking an advantageous location for his plant and a good home for his workers, Thorold affords many opportunities. The new Welland Ship Canal, when it

Thorold is proud of Memorial Park, dedicated to the glory of its World War heroes.

The Public Utilities Commission

of the

City of St. Catharines

Ontario

THE Municipal Electrical System of St. Catharines, Ontario, distributes power supplied AT COST by the Hydro Electric Power Commission of Ontario.

The power resources of the Province are reserved for the use of the Municipalities of the Province and developed as required. The power distributed by the Niagara System exceeds 1,000,000 H. P.

The Rates for Electric Service in St. Catharines are lower than in any other city on the Niagara System. The average cost for Domestic Service in 1929 was 1.2c per KWH.

The average cost for Industrial Power was less than $15.00 per H. P. per year.

Electric Power is supplied to St. Catharines over three transmission lines from three separate generating plants thus insuring reliable service.

Inquiries regarding industrial power should be addressed to

The Public Utilities Commission
of the City of St. Catharines
202 St. Paul Street,
St. Catharines,
Ontario

is completed, will be the most important incentive. On this canal Thorold has three docks and a turning basin, which will enable boats to discharge their cargoes right at the factory doors. The locks are wide and deep enough to enable ocean-going vessels to pass through, making Thorold an ocean port as well as a Great Lakes port.

Has Buffalo Freight Rate

In addition to these excellent waterway facilities, Thorold has ample railway carriers. The city is served by two lines, the Canadian National, the world's largest railway system, and the Niagara, St. Catharines and Toronto Electric Railway, which has 77 miles of railway, covering fully the whole Niagara Peninsula. Thorold has also direct and close connection with the Canadian Pacific, Toronto, Hamilton and Buffalo, Michigan Central, New York Central, Wabash and the Pere Marquette railways. Owing to its proximity to the border, the "Canal City" is in the Buffalo switching group and takes the Buffalo rate from the east and the south. It enjoys the quick delivery of all raw materials imported from the United States, including coal, thereby making it an ideal location for Canadian branches of American industries.

The industrialist is always vitally concerned with the availability of a market for his products. Eighty per-cent of the entire population of Canada lives within a radius of 500 miles of Thorold, providing a ready domestic market for the manufactured products, while Canada's trade treaties with several countries open the way for large business in foreign trade.

Power, the outstanding contribution of the Niagara Area to industrialists, is sold in Thorold at low cost and is available to manufacturers in any desired quantity. This power is generated in five of the largest plants in the world but eight miles distant, and one but two miles away, which assures continuous and unbroken service.

Freighters on the Old Canal unload pulp wood direct to the docks of Thorold's great paper mills.

The municipality of Thorold offers fixed assessment and low taxation to all industries for a period of ten years and the Board of Trade offers its assistance in securing these privileges for industries locating there. The water supply is excellent, being drawn from Lake Erie and thoroughly treated, available for manufacturing purposes at reduced rates.

Labor is plentiful, both skilled and unskilled, at reasonable rates. Labor troubles in the last eight years have been unknown to the town, and the completion of the Welland Ship Canal in 1930 should create a surplus of labor.

Is Paper-making Center

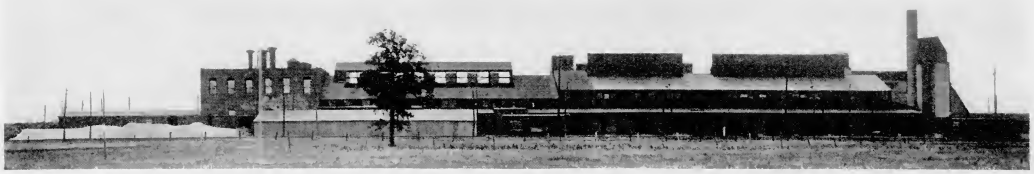
As the center of the paper-making industry of the Niagara District, Thorold attracts both tourists and industrialists. In 1927 the making of newsprint paper and pulp was the leading manufacturing activity in Canada, the production value totaling $219,000,000 and the capitalization amounting to $580,000,000. Thorold is the home of the Provincial Paper Limited plant, Canada's largest manufacturer of book and bond papers, as well as that of the Ontario Paper Company, the Beaver Company, the Thorold Pulp Company and the Davy Pulp Company, Ltd. Not only do these pulp board and paper mills make a name for Thorold industrially, but there are also important flour mills, glass, foundry and machine shops and knitting and woolen goods factories.

Bank Assets $500,000,000

Thorold, being 570 feet above the sea level and in the heart of the great Niagara Fruit Belt, is an ideal place to live as well as a mecca for manufacturers. Housing and living conditions are excellent. The spiritual and educational welfare of the community is well taken care of by five churches, representing leading denominations, and a school system providing two public, one separate and one high school. The financial needs of the locality are filled by four banks, the Imperial Bank of Canada, the Royal Bank of Canada, the Bank of Montreal and the Canadian Bank of Commerce, which have assets totaling over five hundred millions of dollars. Industrialists considering Thorold district locations receive helpful co-operation from any of these institutions.

Tourists View Ship Canal

Countless tourists, interested in beholding the new Welland Ship Canal with its unusual system of locks — the beauty of Thorold's location high above Lakes Erie and Ontario — and the historical associations of the town, not to mention the world-famous paper industries and the thriving industries of all types — will travel from far and near to visit "The Canal City of the Niagara Peninsula."



The plant of the Exolon Company, one of Thorold's important industries.

THE TONAWANDAS

POPULATION: 31,938.

LOCATION: The "Twin Cities" are situated at the western terminus of the State Barge Canal and at the eastern terminus of the Great Lakes. Located on the Niagara River, between Buffalo and Niagara Falls, ten miles distant from each.

TRANSPORTATION: Five railroads pass through the Twin Cities—the Erie, Lehigh Valley, Michigan Central, N. Y. Central and the West Shore. The Pennsylvania and the Lackawanna have terminal facilities. Electric railways to Buffalo, Niagara Falls and Lockport. Great Lakes and Barge Canal. Interurban trolley lines.

UTILITIES: City-owned water supply. Two filtration plants with a capacity which will care for a city of 60,000 population. Strong fire protection.

BANK DEPOSITS: $20,000,000.00.

SCHOOLS: 2 new high schools, 12 grade schools and 2 parochial schools. Registration: 7,043.

CHURCHES: 31.

HOTELS: 2.

NEWSPAPER: The Tonawanda News—daily.

NUMBER OF INDUSTRIES: 70.

NUMBER OF WAGE EARNERS: 10,000.

WAGES PAID INDUSTRIAL EMPLOYEES: $12,000,000.00.

VALUE OF MANUFACTURED PRODUCTS: $44,000,000.00.

CHIEF PRODUCTS: Central heating systems, musical instruments, lumber, steam pumps, chains, beaver board, Kardex Office Systems, motor boats, amusements, paper, stained shingles, chemicals, furniture, radiators, concrete vaults, oils.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT THE TONAWANDAS, CORRESPOND WITH

HENRY ADEMA, Secretary

CHAMBER OF COMMERCE OF THE TONAWANDAS

NORTH TONAWANDA, N. Y.

The Tonawandas

THRIVING BY COMMERCE AND INDUSTRY

◆

Although the "Twin Cities" of Tonawanda and North Tonawanda are separated by the Barge Canal, unity of spirit and interests is preserved.

TO think of commerce and industry is to think of the Tonawandas. The industrial development of this strategic port came not as a result of intense promotional effort, but rather as the culmination of a natural tendency on the part of industry seeking an economical and advantageous location for its plants. A western terminus of one of the world's greatest waterways, the Tonawandas straddle the main traffic channel of the Barge Canal, outlet to the sea and world trade marts. Situated ten miles from the world's greatest source of hydro-electric power, the Tonawandas offer the manufacturer practically unlimited electrical energy at a minimum cost. Similar development of their other natural resources and advantages has given to the Tonawandas a reputation for progressiveness and industrial foresight.

The "Twin Cities", Tonawanda and North Tonawanda, are located midway between Buffalo and Niagara Falls. Although the Barge Canal separates the two cities, unity of spirit and interests is preserved and they are spoken of as one—the Tonawandas, or just Tonawanda.

Docks Serve Lake Ships

A list of the nationally-known industries of these twin cities is long and varied, proving that the cities possess diversified qualifications for the establishment of factories. Primarily, the Tonawandas are fortunately located. Raw material can be exchanged and manufactured articles can be transported in and out, by rail, water and trucks promptly and economically. The New York Central, Erie and Lehigh Railroads operate in all directions, and, as the cars are classified in through trains to destination direct, the congestion of large railroad terminals is avoided. In all, fifteen national railroads either enter the Tonawandas or are within easy switching distance.

The relatively lower rates for the transportation of bulk and package freight via the Great Lakes and Barge Canal carriers, offer an advantage in these cities especially appealing to large shippers. The Canal at this point has two well-equipped public docks, in addition to a number of private docks, assuring prompt dispatch of canal traffic. A twenty-three foot channel in the Niagara River from Lake Erie to the Tonawandas makes it possible for the largest lake vessels to interchange business via the Great Lakes, about 15 miles of river docks being available to handle cargo business, thus creating an important center for distribution to all parts of the country.

Readily available labor is a highly important factor to the prospective factory builder. Labor conditions in the Tonawandas, as throughout the entire Niagara Frontier, are excellent, so much so that industrial engineers of authority have recently stated, "Labor conditions in this district are superior to those in almost any other center in the United States." If at any time there is an off-balance in labor, due to the proximity of the Twin Cities to Buffalo, Niagara Falls and Lockport, an exchange can be accomplished by temporarily drawing from or sending to these cities any shortage or overage, thus relieving many of the worries of both workers and employers, the one procuring work and the other keeping the employees within reach.

Site of Varied Industries

Among the more important plants located in Tonawanda Township, just outside Buffalo's corporate limits, are those of the Curtiss Airplane and Motor Company, the Dunlop Tire and Rubber Company, DuPont Rayon and DuPont Cellophane and Wickwire Spencer Steel Corporation. In the heart of the Tonawandas

The Erie Canal divides the two Tonawandas and is a connecting link between Erie and Niagara counties.

To Better Serve the Niagara Area

HARRISON REAL ESTATE CORPORATION
Liberty Bank Bldg., Buffalo, N. Y.

AND

HARRISON NIAGARA REALTY CORPORATION
United Building, Niagara Falls, N. Y.

Announce several expansions to facilitate the complete and comprehensive service available through these organizations

Now Associated with
THE HARRISON REAL ESTATE CORPORATION

MR. F. J. SLEGTH
as Manager of the Industrial Department

MR. C. E. MARTZLOFF
as Manager of the Business Brokerage Department

Now Associated with
THE HARRISON NIAGARA REALTY CORPORATION

MR. L. C. THALER
as Manager of the Insurance Department

MR. FRANK R. DOLBEE
as Manager of the Industrial Department

Complete, Comprehensive, Specialized Real Estate Service

Buffalonians!

An Invitation to You and to All Visitors to the Niagara Area

Buffalo's Daylight Department Store

SINCE the founding of this Great Store in 1892 at Main and Mohawk Streets it has been pledged to a policy of Fair, Upright Dealing. Recognition on the part of the public of the fundamental correctness of its policies caused Hens & Kelly Co. to grow so fast that in 1922 we had to erect a new store building. In the new building we are better able to serve our ever growing clientele—whose confidence in our store policies was responsible for our rapid growth.

Greater Assortments—Larger Quantities—
Wider Varieties—Greater Values—Better Service.

Hens & Kelly Co.
MAIN, MOHAWK AND PEARL STREETS

is located, among others, Kardex-Rand Co., one of the many plants of the Remington-Rand Company, largest office equipment manufacturer in the world, while in the northwest section of North Tonawanda will be found the immense Wurlitzer factory where pipe organs and other musical instruments are made. The Wurlitzer group of buildings, driveways, and gardens constitute one of the show places of the city. Indeed, it is almost a city in itself, so perfectly organized is this giant industrial plant.

Famed as Lumber Center

As a lumber and paper center Tonawanda is important. For miles along the Niagara River extend great lumber yards, which utilize the natural waterfront advantages—an excellent harbor and economic and accessible transportation.

Van Raalte gloves, Richardson Motor Boats, merry-go-rounds and ferris wheels, made by the Spillman Manufacturing Company, mechanical musical instruments made by the Artizan Factories, and the products of the Beacon Spark Plugs Co., The Buffalo Bolt Company, a branch of the Donner Steel Works, the Spaulding Fibre Company, the Ranburn Box Company and the Buffalo Steam Pump Company are all responsible for Tonawanda's industrial name and fame.

The words—"commerce and industry"—have their full significance when applied to the activity of the Twin Cities. But, commerce and industry alone do not make a city livable. Natural beauty of environment, pleasant living accommodations, good schools, good government and congenial neighbors all contribute to a city's desirability.

Tonawanda's 30,000 people find the services which their city offers most adequate. Transportation facilities include seven trunk line railways, a complete bus line within the city and two inter-urban trolley lines. Two filtration plants, with a capacity which will care for a city of 60,000 population, provide pure filtered water for all purposes in unlimited quantity. Fire protection is unusually strong, for the two fire departments have well-manned, motorized equipment. An electric fire alarm system and ample water mains and hydrants facilitate their work.

The De Graff Memorial Hospital, modern to the last degree and with a staff of specialists equal to that of any city hospital in the country, is a real city institution and has attracted much favorable attention throughout the Niagara Frontier.

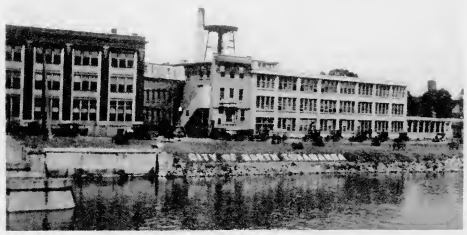
The financial interests of the "Twin Cities" are served by four banks, with combined resources approximating twenty million dollars, and two Savings and Loan Associations.

The Tonawandas have more than thirty churches, a Y. M. C. A. and a Y. W. C. A., the latter of which is now beginning the erection of a new building, and a new modern motion picture theater.

Recreational advantages are many and varied. There is a park of thirty acres, municipally owned, within the city limits. There are public playgrounds, other park spaces, municipal tennis courts and skating rinks. Just outside the city is Ellicott Creek Park, whose forty acres of woods and creek bank are made attractive to the picnic-goer by shelters and cooking facilities provided by the county.

Educational facilities, comparable to those of larger cities, are established. Within the last few years the Tonawandas have completed two new high schools. There are also twelve grade schools, two parochial schools and two modern, well-equipped libraries. The combined enrollment of the high schools in 1926-1927 was 1,086 and there were 4,544 pupils in the grade schools.

The list of manufacturers who have chosen the Tonawandas as an ideal situation for the establishment of their industries may well be a criterion for judging the merits of the "Twin Cities."



Many Tonawanda industries are located on the banks of the canal itself. Above are the Van Raalte Silk Mills and the Sweeney Building.

The high school at North Tonawanada is one of the finest institutions of its kind.

WELLAND

POPULATION: 10,141.

LOCATION: Situated in Welland County, Ontario, on the Welland Canal.

TRANSPORTATION: Canadian National R. R., Canadian Pacific R. R., Toronto, Hamilton and Buffalo R. R., Michigan Central and Wabash R. R. Busses and trolley service to Port Colborne, Port Robinson, Niagara Falls and other points. Rail and highway transportation converge at Welland, finding outlet across the Niagara Frontier.

UTILITIES: City water supply from Lake Erie, and filtration plants. Power supply from the Hydro Electric System.

SCHOOLS: Five public schools, a high school and a business college. Registration: 2,411.

CHURCHES: 15.

HOTELS: 4.

NEWSPAPER: Welland-Port Colborne Evening Tribune—daily.

NUMBER OF INDUSTRIES: 39.

NUMBER OF WAGE EARNERS: 5,100.

WAGES PAID INDUSTRIAL EMPLOYEES: $5,000,000.

VALUE OF MANUFACTURED PRODUCTS: $17,032,516.00.

CHIEF PRODUCTS: Steel foundry products, cotton, cordage, furniture, overalls, chemicals, stoves, beds, boilers, carbide, concrete stone, marble and electro metals.

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FOR ADDITIONAL INDUSTRIAL AND OTHER INFORMATION
ABOUT WELLAND, CORRESPOND WITH

MISS FLORENCE GORDON, Secretary

WELLAND BOARD OF TRADE

WELLAND, ONTARIO, CANADA

Welland

HERE LABOR, BOTH SKILLED AND UNSKILLED, IS PLENTIFUL

◆

A fixed assessment for ten years is available to industries locating in the Welland district and many new canal-bank industrial sites have just become available.

WITH construction of the new Welland Ship Canal well under way, those cities located on its banks are receiving unprecedented stimulus to their civic and industrial development. Welland, one of the largest communities on the canal, located as it is twenty-three miles from Buffalo in the Buffalo switching district, is gaining new importance daily as a Niagara Area industrial center.

Because consideration of cheap transportation is extremely important in the choice of an industrial site, the ideal location of the Welland County Ship Canal Industrial Area on the most important link in the Great Lakes waterways system is apparent. From early April until late December, freight boats pass up and down the Welland Canal, carrying their cargoes of raw materials to the manufacturing plants in the area and carrying out the finished products to be transferred for shipment to ports all over the world.

As is the case with Port Colborne, we find prevalent in the Welland district those industries which use bulky raw materials such as pulp wood, ores and pig iron. This is because of the comparatively low cost of canal transportation.

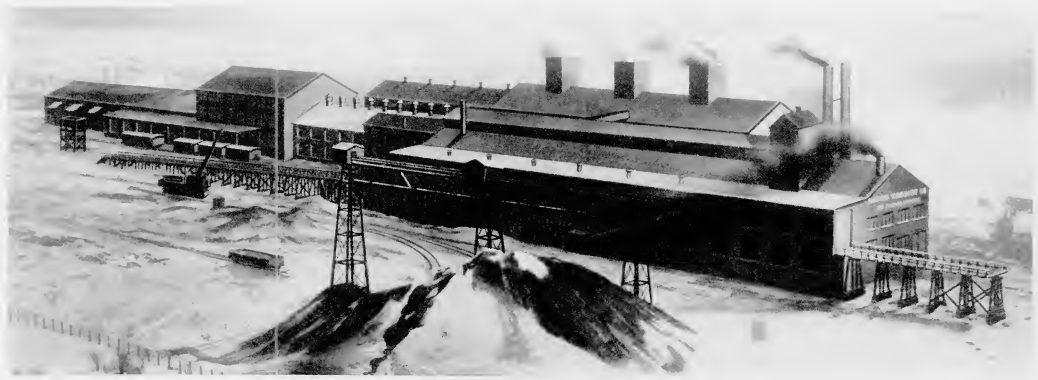
Location on the banks of the Welland Ship Canal is no pioneer movement; some of the greatest industries, not only of Canada but of the world, after careful investigation, have located their factories here.

Has Thirty-nine Industries

Chief among the industries in the Welland district is the vast pipe manufacturing plant of Page-Hersey Tubes, Ltd. Among its other large plants are Canada Foundries and Forgings, Ltd., Canadian Mead-Morrison Co., Canadian Atlas Steels, Ltd., Chipman & Holton Knitting Co., Deloro Research Laboratories, Dominion Fabrics, Ltd., Empire Cotton Mills, Ltd., Electro-Metallurgical Company of Canada, Ltd., Landis Machine Co., Martin Dairy Products Co., H. S. Peters, Ltd., Joseph Stokes Rubber Co., Ltd., National Steel, Ltd., Vaughn Steel Co., Cronmiller & White, Welland Steel Castings, Ltd., Welland Iron & Brass, Ltd., Plymouth Cordage Co., Volta Manufacturing Co., Ltd., Ontario Packing Co., Union Carbide Co. of Canada, Ltd., and Welland Dairy Co.

There are now thirty-nine industries in the community, employing a total of 5,100 wage earners, and having a yearly output of $17,032,516 in manufactured goods. Wages amount to approximately $5,000,000 annually.

The main products are steel foundry products, heavy and drop forgings, cotton and other fabrics, over-



The plant of the Union Carbide Company, located on the banks of the canal at Welland, is one of the industries of the Welland industrial district that make full use of water transportation facilities.

Four Reasons

WHY YOU SHOULD LOCATE IN

WELLAND

Transportation

Six Railroads and Water. Overnight Service to New York, Pittsburgh, Cleveland, Chicago, Washington, Boston, and Montreal

Hydro-Electric Power and Natural Gas

From Niagara Falls

Good Living Conditions

Excellent Churches, Schools, Water, Sewage, Clubs and Golf Courses

Good Agricultural Area

In the Heart of the Fruit Belt

For Further Information Address

F. M. BROWN, MAYOR
J. D. WATT, CITY CLERK
OR
C. M. CARMICHAEL, PRES. BOARD OF TRADE
F. GORDON, SECY. BOARD OF TRADE

alls, hard and soft rubber, rope and cordage, electric furnaces, carbide, furniture, chemicals, stoves, beds, boilers, concrete stone, marble, electro metals and dairy products.

No district in Canada is better served by railroads than is this. The city of Welland, hub of the Welland County Ship Canal Industrial Area, has the Canadian National Railway, the Canadian Pacific Railway, Toronto-Hamilton and Buffalo, Wabash, Pere Marquette, Michigan Central and the Niagara-St. Catharines and Toronto railways. Competition among the various transportation lines results in efficient service for manufacturers located in the district.

The Welland district is within a few miles of the power stations at Niagara Falls, making available an adequate supply of hydro-electric power for industrial purposes. The local electric station is one of the most modern in Ontario and is equipped to care for greatly increased loads when demand makes it necessary.

10 Year Fixed Assessment

The labor supply is plentiful, both skilled and unskilled. Even those plants serving particularly the seasonable demands of the automobile industry find little trouble in securing extra help during the busy seasons.

Many desirable industrial sites have just become available through completion of the Welland section of the new canal. These are lands that were bought by the Dominion Government for spoil banks and are now abandoned. These, which may be purchased at reasonable prices, provide unusually attractive plant locations, because of wharfage and transportation facilities. A fixed assessment for 10 years is offered to all new industries in the district.

Bridges such as this near Welland are the latest type and are in use for all new canal crossings.

To bring all these advantages to the attention of business men seeking industrial locations, and to help them in solving their particular problems, there has been established a Welland County Ship Canal Industrial Area Committee which maintains an office and secretary in Welland. This committee is representative of all the municipalities through which the canal flows and it is therefore able, through this association, to offer to industries close co-operation in the solving of their difficulties.

Makes Cultural Strides

But Welland has advantages besides those it offers to industry. A city of 10,000 people, located in the heart of the Niagara Peninsula, it has the finest climate in Ontario. Numerous parks, splendid churches and a well-stocked library offer real inducements to the home maker. Five public schools, a high school and a business college, with a combined registration of 2,411, provide adequately for the education of its younger citizens. The completion of a new $200,000 vocational school is an added asset to the industries in the district.

Just to the north is the village of Fonthill, a suburb of Welland, with its quiet residential streets and lovely country homes. Near Fonthill is the Lookout Point Country Club, from which can be seen Lake Erie, Lake Ontario and the Niagara River —with a golf course planned by Walter J. Travis, famed British golfer, that is classed among the six best courses in America. Within a few minutes' drive to the south are the excellent bathing beaches and summer home locations of Lake Erie.

Welland is one of the most rapidly growing industrial communities in the Niagara Area.

The Union Carbide Company is another canal-bank industry at Welland.

A Progressive Bank in a Growing Suburban Village

LOCATED SOUTH OF THE NIAGARA AREA

THE PEOPLES BANK

Hamburg New York

A Complete Banking Service *for* HAMBURG *and* VICINITY

Special Interest—Checking—Safe Deposit —Trust and Business Service Departments

BANK *of* HAMBURGH
HAMBURG, N. Y.
CAPITAL $200,000
SURPLUS $300,000

Hundreds of Families Have Become

HOME OWNERS

in the suburban village of

Hamburg

South of the Niagara Area
Aided and Financed by
the COOPERATIVE SAVINGS *and* LOAN ASSOCIATION *of*

Hamburg New York

SAVE FOR A HOME

AT the bottom of every human heart is the desire for a home. It is a natural impulse of good citizenship—an inclination of good husbandry—an ambition of every serious minded father and mother . . . . . .

Yet that longing to have a home of one's own cannot be fulfilled without money—enough money, at least, to pay for the initial equity in a home.

Hundreds of Hamburg citizens are building that fund through a saving account at the Hamburg Savings and Loan Association — looking forward to the day when their savings and our assistance will help them to the realization of their dream.

HAMBURG
SAVINGS AND LOAN ASSOCIATION
HAMBURG, N. Y.

More Than Sixty Years Ago

FLINT & KENT
261 Main Street

New and Elegant Plaids
JUST RECEIVED
SILK STOCK LARGELY REPLENISHED
Pim's Irish Poplins . . . all the New Shades
LARGEST STOCK OF
DRESS GOODS
IN THE CITY
GLOVE STOCK COMPLETE
HOSIERY AND UNDERWEAR IN ALL BEST MAKES
New and Unique DAMASKS NAPKINS and TOWELS just opened

This advertisement appeared Friday morning, November 4, 1870 in the Buffalo Daily Courier.

Flint & Kent

Dates Its Beginning at Sometime Prior to the Year 1839

FROM the days of crinolines and lace flounced petticoats, the cream of the mode has been rightly expected at Flint & Kent store. Men and women turn today to Flint & Kent for the newest interpretations of the season's fashions just as they did more than ninety years ago and the successful years of our establishment bespeak our ability to live up to this obligation.

The policies of thoughtful service and fine merchandise have remained the same through the years, although each year they are accomplished through new and modern means.

Hamburg

A CITY OF COUNTRY HOMES

◆

Probably Hamburg's greatest appeal to the city dweller is its country atmosphere. It is essentially a residential community.

ACRE after acre of the richest land in New York State is spread through the western part of Erie County, blending into the Boston Hills, foothills of the Alleganies, and descending westward to the shore of Lake Erie. The Lake Shore Road, revealed by count as the the heaviest travelled highway in America, meanders for miles at the water's edge, occasionally seeking refuge among the trees and shrubs which front lovely country estates, coming out again into colonies of attractive homes.

In the heart of this area is Hamburg, 12 miles from Buffalo, near enough to take advantage of its metropolitan activities, far enough to have the added attraction of a vast and interesting countryside.

The township of Hamburg, which includes the village and adjacent territory, has a population of about 20,000. Complete storm and sanitary sewage systems cover each section of the village and a new filtration plant brings pure water to every home.

A half million dollar building, erected in 1925, thoroughly modern in every respect, houses both junior and senior high schools.

Free Library in New Home

Hamburg was one of the first villages in the state to adopt a single salary schedule for teachers; the first to adopt the cottage plan of teaching home economics. The industrial arts department of the high school offers an excellent composite course in this work.

The community also has a free library, started many years ago in a loft over an old-time grocery store, and now established in a new building large enough to care for its wide collection of books.

Year Around Sports Field

Four miles from the village is a town-owned bathing beach, supplemented by a casino and dancing pavilion. Picturesque lawns and groves make it a popular picnic spot. Close by is the Wanakah Country Club. The South Shore Country Club, between Hamburg and Wanakah, has an excellent golf course. The Lake Shore Hunt Club each year stages the Derby Horse Show.

In the village of East Hamburg, among the Boston Hills, is Chestnut Ridge Park, outstanding among western New York's summer and winter resorts.

One of the lesser, but none the less interesting, wonders of the world winds through the town. This is Eighteen Mile Creek, whose high rock walls and geological formations reveal to paleontologists much of the ancient life of this district.

Residential section of beautiful Hamburg

Connecting Hamburg with Buffalo and the surrounding communities is a greater motorways system, in the process of completion. This

Chestnut Ridge Road, East Hamburg.

The
ST. CATHARINES
BRASS WORKS

Manufacturers of
CASTINGS
Rough or finished
OF
ALUMINUM BRONZE COPPER MONEL
ALL OTHER ALLOYS

Jobbing Work Our Specialty

Thirty-five years of foundry experience at your service

J. E. RIFFER, Proprietor
Office: George Street St. Catharines, Ontario
TELEPHONE 648 RESIDENCE 1695

provides the Southwestern Boulevard, a forty-foot concrete highway which connects the Lake Shore Road with the Transit Road and Niagara Falls Boulevard. The highway forms a huge circle for traffic around the city and joins the famous "grape belt" of Chautauqua County with the fruit lands of Niagara County.

Probably Hamburg's greatest appeal to the city dweller is its country atmosphere. It is essentially a residential community.

Zoar Valley, eighteen miles south of the village of Hamburg, is being surveyed by a great electric power corporation and work will be under way within a few years to flood the valley and create one of the greatest waterpower projects in America.

The completion of the power project will encircle Hamburg and the South Shore with industrial activity. However, it is planned that this activity will be an asset rather than a liability, for it will be kept sufficiently distant from the community so as to impair neither the landscape nor the pure air which is its heritage.

SERVICE is the most important factor in every successful, modern business. We, too, have made service our watchword. We have combined quick deliveries with quality workmanship which, judging from the repeat orders we have received from leading contractors and builders, is fully appreciated. Those who bought iron work from us have also discovered that our prices are little, if any, higher than those they would pay for only average workmanship.

We carry, at all times, a full line of beams, channels, angles and other structural shapes for immediate delivery. We have also the craftsmen to produce, under expert direction, the most ornate and beautiful hand wrought iron work — main entrance doors, marquises, balustrades, interior gates, balconies, window railings and guards, iron stairs, special lamps, sconces, hardware, fences, gates, fixtures for fireplaces etc. We also produce the above items in plain design as well. You can look to us for everything in the nature of ornamental and miscellaneous iron work that goes to make a home or building complete.

THE JONES IRON WORKS
120-128 Efner Street, *Foot of Carolina St.* Buffalo, N. Y.
AVERY C. WOLFE *President & Treasurer* MILTON G. WOLFE *Vice-President*

RED STAR
CHEMICAL
FEED WATER
TREATMENT

More Than 25 Years
of Dependable Fuel Saving Service in Buffalo

For the elimination of Boiler Scale troubles, the test of both *time* and *merit* say RED STAR.

Red Star removes old scale and prevents new formation. Scale free boilers save fuel.

Consult us regarding a demonstration at your plant without obligation.

LAKE ERIE
MANUFACTURING CO.
Incorporated
192-198 Chicago Street, Buffalo, N.Y.

Other Niagara Area Communities

[Following are those towns in the Niagara Area which are not specifically mentioned elsewhere in this issue:]

◆

ON THE UNITED STATES SIDE

AKRON, N. Y.: Akron is an incorporated village in Newstead Town, Erie County, with a population of 2,123. Railroad station is at Akron Falls, the Tonawanda branch of New York Central Railroad. Also served by West Shore Railroad. It is situated 22 miles east of Buffalo. Manufactured products are foundry, gypsum, cement plaster, partition blocks, plaster board, crushed rock, canned goods, condensed milk, ice cream.

ALDEN, N. Y.: Alden is a village of Alden Town, Erie County, 15 miles east of Buffalo, with a population in the township of 3,267. Products are sheetmetal specialties and first aid cabinets.

AMHERST, N. Y.: Amherst is a township of Erie County, with a population of approximately 10,000, immediately adjoining Buffalo to the northeast.

ANGOLA, N. Y.: Angola is an incorporated village of Evans Town, Erie County. The population is 4,175. Manufactured products are fruit canning, macaroni, bicycles, overalls, tile.

APPLETON, N. Y.: Appleton is an incorporated village of Newfane Town, Niagara County. Appleton is a very important shipping center for apples and other fruits.

BARKER, N. Y.: Barker is an incorporated village of Somerset Town, Niagara County, with a population of 472. Products are canning and fruit evaporating.

BLASDELL, N. Y.: Blasdell is a village in the Town of Hamburg, Erie County, its northern boundary touching the southern city line of Lackawanna, which is also the southern line of the town of West Seneca. Population is 1,507. Manufactured products include sheet steel produced by Seneca Iron & Steel Co., concrete reinforcing bars made by Kalman Steel Co., and abrasives and refractories made by Exolon Co.

BRANT, N. Y.: Brant is an incorporated village of 350 population in Brant Town, Erie County, which has a population of 2,197, and is situated about 20 miles southwest of Buffalo.

CHAFFEE, N. Y.: Chaffee is an incorporated village of Sardinia Town, Erie County, with a population of 270.

CHEEKTOWAGA, N. Y.: Cheektowaga is a town of Erie County with a population of 15,807 and is situated seven miles east of Buffalo. The manufactured products in the town, outside of the villages, are belting, fertilizer and monuments; in addition, the D. L. & W. does car and engine repairing.

CLARENCE, N. Y.: Clarence is a town of Erie County, with a population of 3,140, situated 18 miles northeast of Buffalo. Manufactured products are creamery, battery boxes.

COLDEN, N. Y.: Colden is a township in Erie County, with a population of 1,488, situated 18 miles south of Buffalo.

COLLINS, N. Y.: Collins is a town in Erie County with a population of 4,479; situated 22 miles south of Buffalo. Localities are Bagdad, Collins, Collins Center, Iroquois, Newton, Taylor Hollow. Manufactures are ice cream and creamery products.

EAST AURORA, N. Y.: East Aurora is a village in Aurora Town, Erie County. The population is 4,641. Location is 17 miles from Buffalo, in the foothills of the Alleghanies. The principal products of the village are printing, copper, leather goods, metal products, toys, publishing, water compounds and two lumber planing mills. This is the home of The Roycrofters, where are located the Roycroft Shops.

EAST CONCORD, N. Y.: East Concord is an incorporated village of Concord Town, Erie County, population 200. Manufactured products are farm and dairy products.

EBENEZER, N. Y.: Ebenezer is a village of West Seneca Town, Erie County. Manufactured products are cut glass, and gas regulators.

EDEN, N. Y.: Eden is a township of Erie County, with a population of 2,846, situated 17 miles south of Buffalo. Localities are Clarksburg, East Eden, Eden Center, Eden Valley. In Eden Center there is a cheese factory and metal working plant, a planing and saw mill, a branch of Hamburg Canning Company, a branch of Hasselbeck Cheese and the Kazoo Company, making kazoos, also a small creamery.

ELMA, N. Y.: Elma is a township of Erie County, population 2,196, situated 13 miles southeast of Buffalo.

FARNHAM, N. Y.: Farnham is a village of Brant Town, Erie County, with a population of 554.

GARDENVILLE, N. Y.: Gardenville is a village of West Seneca Township, Erie County, just east of Buffalo. The N. Y. C. Railroad has large repair shops in Gardenville employing 200 or more men. The Philadelphia Quartz Company, manufacturing silicate of soda, is also located here, near Indian Church Road; also Peerless Belting Company.

GASPORT, N. Y.: Gasport is a village of Royalton Town, Niagara County. It is close to Lockport and is in the center of the fruit farming region.

GOWANDA, N. Y.: Gowanda is a village partly in Collins Town, Erie County, and partly in Persia Town in Cattaraugus County. Population of the village is 2,751. The industries of the village employ approximately 900 persons.

GRAND ISLAND, N. Y.: Grand Island is an island of about 28 square miles in area which constitutes a township of Erie County. It has a population of 762. It is situated about three miles northwest of Buffalo and opposite Tonawanda and North Tonawanda. There are no industries on the island.

HARTLAND, N. Y.: Hartland is a township of Niagara County with a population of 2,719. It is situated 25 miles northeast of Niagara Falls.

HOLLAND, N. Y.: Holland is a village of Holland Town, Erie County, the town having a population of 1,456 and being situated 21 miles southeast of Buffalo. Localities are East Holland and Protection. Manufactured products are wooden baskets, wagon hardware and feed grinding.

JEWETTVILLE, N. Y.: Jewettville is a village of Aurora Town, Erie County. It has two industries, Jewettville Clay Products Co. and Ellicott Brick Co.

KENMORE, N. Y.: Kenmore is an incorporated village of the town of Tonawanda, Erie County. Its population now is estimated at approximately 13,000, having tripled during the past three or four years. There are no industries in the village; it is entirely residential.

LACKAWANNA, N. Y.: Lackawanna is in the township of West Seneca and is situated immediately south of the Buffalo city line and borders on Lake Erie. The principal industry in Lackawanna is the Lackawanna plant of the Bethlehem Steel Company, which employs approximately 8,000 men and which occupies

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ground about one mile in length along Lake Erie, between the lake and Hamburg turnpike. Other industries of the town are monumental works, refrigerators, cement blocks, printing and New York Central repair shops.

LAKEVIEW, N. Y.: Lakeview is a village of Hamburg Town, Erie County. The manufactured product is brick, produced by Acme Shale Brick Company.

LEWISTON, N. Y.: Lewiston is a village of Lewiston township, Niagara County, with a population of 854. It covers approximately one square mile in area. The town of Lewiston has a population of 3,062.

MARILLA, N. Y.: Marilla is a township of Erie County with a population of 1,377. It is situated about 17 miles east of Buffalo. Products are dairy products.

MIDDLEPORT, N. Y.: Middleport is a village of Royalton Township, Niagara County, having a population of 1,537. Important products are dining-room furniture, spray machines, insecticide, canned goods, baskets, vinegar, apples, tomatoes and corn.

NEWFANE, N. Y.: Newfane is a village of Newfane Township, Niagara County. The village has a population of 1,500 and the town a population of 6,790. The town is 7 miles northwest of Lockport. The products of the township are paper makers' felt, produced by Lockport Felt Company, which employs over 100 persons; Newfane Preserving Company, which preserves apples, tomatoes, beans, peaches, plums and cherries.

NORTH COLLINS, N. Y.: North Collins is a post village in the township of North Collins, Erie County, with a population of 2,587, and situated 18½ miles south of Buffalo. Manufactured products are canned fruit, building brick and cheese.

OLCOTT, N. Y.: Olcott is a village of Newfane Town, Niagara County. It is situated on Lake Ontario and besides being the center of a very important and prosperous agricultural region, it is a large tourist center. Its harbor affords facilities for transportation on Lake Ontario.

ORCHARD PARK, N. Y.: Orchard Park is a post village of East Hamburg Town, Erie County, with a population of 991. Its principal manufactured products are baskets, crates, keys, bolts, automobile and tool specialties. There is one industry employing more than 40 persons, namely, the Acme Veneer Package Company, which makes wooden baskets.

PENDLETON CENTER, N. Y.: Pendleton Center is a village of Pendleton Town, Niagara County. Pendleton

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Town has a population of 1,319, and is situated 16 miles northeast of Buffalo.

PORTERVILLE, N. Y.: Porterville is a post village in Marilla Town, Erie County. There is one industry at Porterville, the Porterville-Aurora Milling Co., making flour and feed.

PROTECTION, N. Y.: Protection is a post village of Holland Town, Erie County, with a population of 300.

SARDINIA, N. Y.: Sardinia is a village of Sardinia Town, which has a population of 1,517. It is situated 28 miles southeast of Buffalo. There is located there a station of the Dairymen's League Co-operative Association.

SHALETON, N. Y.: A village of Hamburg Town, Erie County. The manufactured products are brick and hollow tile. There is only one large industry at this point, the Acme Shale Brick Co., which has floor area of 50,000 square feet and employs about 125 men.

SLOAN, N. Y.: Sloan is a post village of Cheektowaga town, Erie County. Population is 2,353. Manufactured products are tallow, grease, fertilizer and cheese.

SNYDER, N. Y.: Snyder is a post village of Amherst Town, Erie County. It is about half way between Buffalo and Williamsville on both sides of Main Street Road.

SPRINGVILLE, N. Y.: Springville is a post village of Concord town, Erie County, with a population of 2,340. Manufactured products include amusement devices, boxes, cider, condensed milk, canned fruit and vegetables, cheese, dental and surgical supplies, knives, printed matter, planing mill products, sash, doors and blinds.

WALES CENTER, N. Y.: Wales Center is a post village of Wales Township, Erie County. In this township are also located S. Wales and Wales Hollow, situated about 20 miles southeast of Buffalo. Manufactured products of the village are baskets, produced by E. Aurora Basket Company, Inc.

WANAKAH, N. Y.: Wanakah is a village in Hamburg Township, Erie County, served by New York Central Railroad.

WEST FALLS, N. Y.: West Falls is a post village of Aurora Township, Erie County, on Buffalo, Rochester & Pittsburgh Railroad.

WEST SENECA, N. Y.: West Seneca is a township of Erie County, with a population of 8,848. It is situated just south of Buffalo city limits.

WILLIAMSVILLE, N. Y.: Williamsville is an incorporated village of the town of Amherst, Erie County, with a

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population of 2,542. Its manufactured products are gelatine, cement, grave vaults, lumber and mill work, and concrete blocks.

WILSON, N. Y.: An incorporated village of Niagara County, with a population of 3,151. Wilson is situated 15 miles northeast of Niagara Falls on Lake Ontario. The manufactured products are canned goods, the Niagara County Preserving Corporation canning peas, cherries, carrots, pickles, tomatoes and other products.

WURLITZER, N. Y.: Wurlitzer is a village of Wheatfield Township, Niagara County. This is a very small community near the village of Martinsville, on both sides of the Niagara Falls Boulevard, but it is important because of one industry—the R. Wurlitzer Company, manufacturer of pipe organs, pianos, player pianos and radio receiving sets. When operating at capacity it employs 3,000 persons and is the largest pipe organ factory in the United States.

ON THE CANADIAN SIDE

NIAGARA-ON-THE-LAKE, ONTARIO

Population, 1926	1,600
Population, 1921	1,357
Summer population	3,000
Land assessment	$254,803
Buildings assessment	556,295
Business assessment	44,220

MERRITTON, ONTARIO

Population, 1926	2,570
No. families	650
No. dwellings	647
Per cent homeowners	83%
Land assessment	$1,284,770
Buildings assessment	39,188

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PORT DALHOUSIE, ONTARIO

Population, 1926	1,600
Population, 1921	1,492
Summer population	3,000
No. of families	600
No. of dwellings	600
Per cent homeowners	98%
Land assessment	$760,400

Large canning factory, rubber factory, ship repair dock. Derives revenue from thousands of tourists during summer season.

FONTHILL, ONTARIO

Population, 1925	723
Population, 1921	500
Land assessment	$ 82,385
Buildings assessment	213,060
Business assessment	19,500

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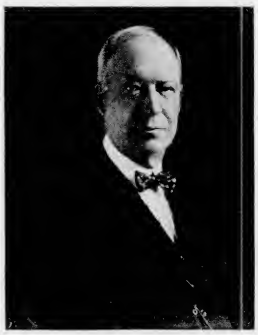

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Planning Buffalo's Centennial

MR. COREY is chairman of the Centennial Planning Committee, which, for several months, has been preparing preliminary plans for the celebration in 1932 of Buffalo's one hundredth anniversary as a corporate city. The Committee has headquarters in the Chamber of Commerce building. Several meetings have been held and a study is being made of similar celebrations held elsewhere. The committee is also interested in plans for major improvements and developments in Buffalo between the present time and 1932. It is possible that a number of new public buildings may be dedicated at that time.

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